SEPTEMBER 15, 1958 THIRTY-FIVE CENTS

27TH YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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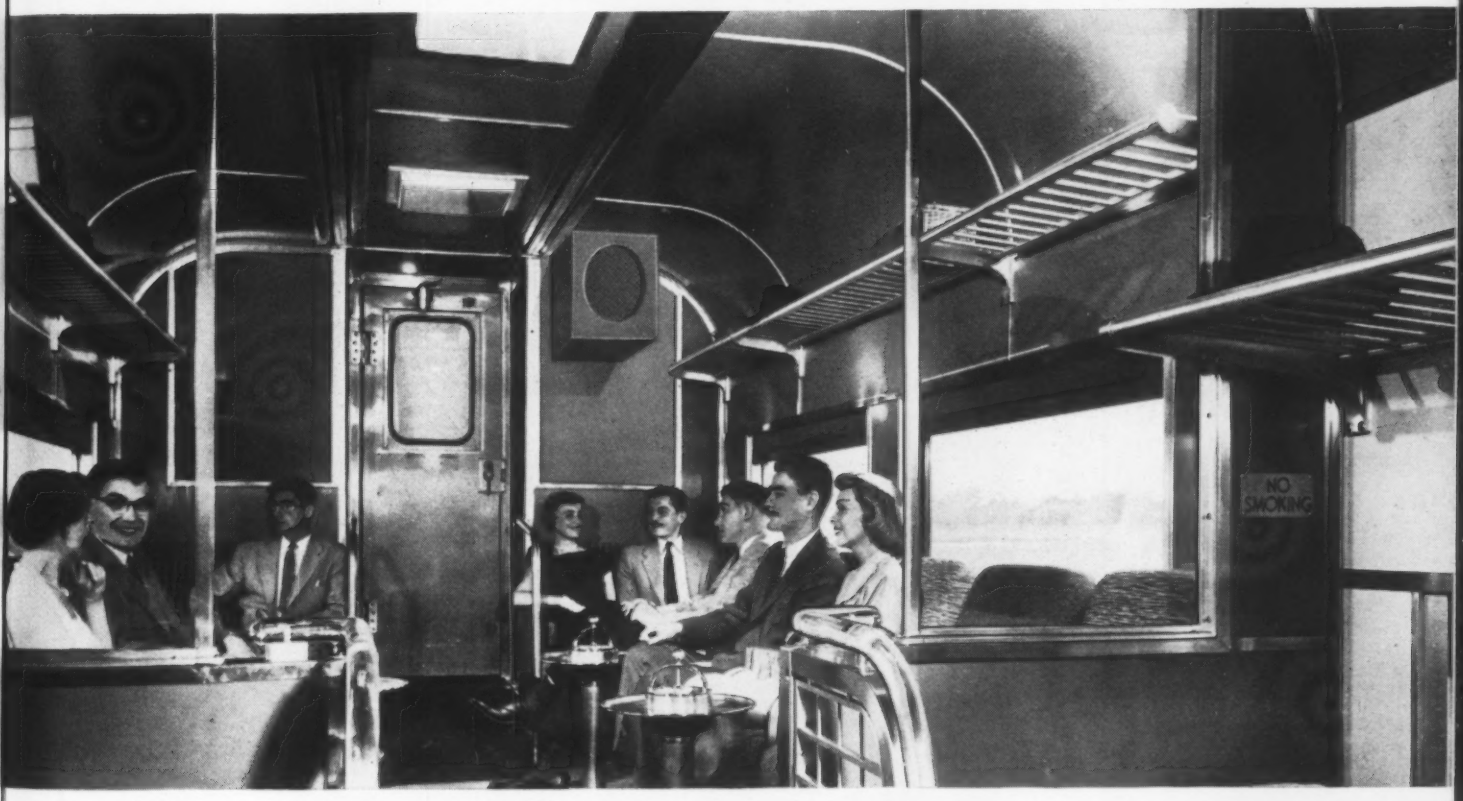
Ch. 10's back—and this time the judge is challenged — Page 68



anytime is ***listening*** *time...and* ***radio*** *goes everywhere!*

However they go, Americans on the go depend on Radio for news, sports, weather and entertainment. Only Radio can keep up with them and only Radio can do a *consistent* job of selling them. That's one reason so many major advertisers are putting major portions of their budgets in Spot Radio.

Radio Division

EDWARD PETRY & CO., INC.

the original station representative

New York • Chicago • Atlanta • Boston • Dallas • Detroit • Los Angeles • San Francisco • St. Louis

Ladies and gentlemen,
we are
inordinately proud...

to present one of the brightest names in all the incandescent world of showbusiness: **a man whose nimble tongue and wit have entertained three generations; a man proclaimed by one of our nation's Presidents as "Toastmaster General of the United States"...probably the most sought-after Master of Ceremonies in the world today...*Mister George Jessel!***

This month on KCOP, Mr. Jessel brings to Southern California television a program that permits his doing the thing he does best: *talk*. Talk of his 50 years as an international entertainer. Talk with his famous guests...Burns, Benny, Cantor, et al. And talk, in retrospect, of the people and events–political and theatrical–that few men know so well as George Jessel.

George Jessel's Show · Tuesdays & Thursdays · 8:30 to 10 pm

KCOP 13

1000 N. Cahuenga, Hollywood 38 • Represented nationally by Edward Petry & Co., Inc.

Coverage that Counts!

WJIM-TV

Strategically located to *exclusively* serve

LANSING.... FLINT.... JACKSON

Basic

CBS

NBC... ...ABC

Represented by the **P.G.W. Colonel**

Published every Monday, 53rd issue (Yearbook Number) published in September by Broadcasting Publications Inc., 1735 DeSales St., N. W., Washington 6, D. C. Entered as second class matter March 14, 1933 at Post Office, Washington, D. C., under act of March 3, 1879.

OUTSTANDING

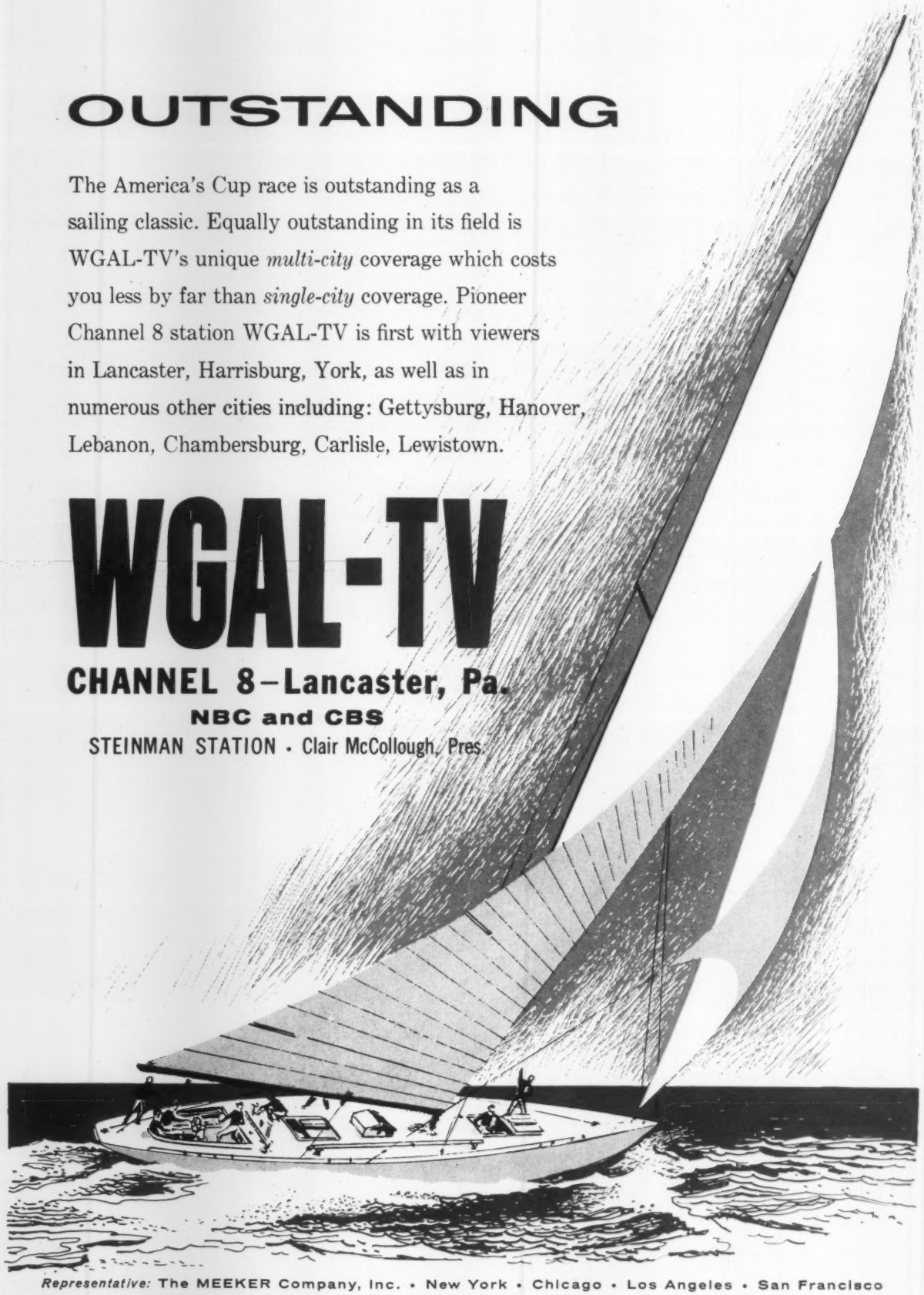
The America's Cup race is outstanding as a sailing classic. Equally outstanding in its field is WGAL-TV's unique *multi-city* coverage which costs you less by far than *single-city* coverage. Pioneer Channel 8 station WGAL-TV is first with viewers in Lancaster, Harrisburg, York, as well as in numerous other cities including: Gettysburg, Hanover, Lebanon, Chambersburg, Carlisle, Lewistown.

WGAL-TV

CHANNEL 8—Lancaster, Pa.

NBC and CBS

STEINMAN STATION • Clair McCollough, Pres.



Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco

closed circuit.

IKE'S SPECTRUM STUDY • President Eisenhower will name his own five-man commission to take inventory of spectrum to determine whether more equitable distribution of frequencies as between government and private users can be evolved without causing economic upheaval. Commission, which would be instructed to report to White House within six months, according to high authority, may be named within fortnight. It would be substitute for high level commission proposed in Potter Resolution, which was killed at end of last session when White House-OCDM amendments were proposed that, in judgment of many broadcasters, turned around intent and emasculated original version.

•

Conclusion by President to name his own commission stems from series of conferences at White House, including Presidential-Cabinet session. Names already are under consideration and presumably await clearance. Of five, it's likely that two will represent military (in persons of retired communications officers); other three would include at least two outstanding engineer-scientists. Chairman would be individual of commanding stature—someone like Dr. Vannevar Bush. Two former FCC commissioners—George E. Sterling and E. M. Webster, both engineers—reportedly are among those under consideration.

•

WHEELER-DEALER • What did Armand Hammer sell when he sold Mutual last week to Detroit-based industrial combine (story, page 27)? Here's inside story. Dr. Hammer owned 10% of Mutual stock, which he got for putting up some 10% of $550,000 with which he and two California business associates bought Mutual from RKO Teleradio year ago. His two associates, who put up rest of money, owned 40%. Other 50% had been held in escrow under option to five others—Paul Roberts, who engineered RKO deal and managed network after Hammer group bought it, A. A. Schechter, onetime Mutual news vice president; Frieda B. Hennock, ex-FCC commissioner; Bert Hauser, longtime Mutual sales executive, and Harold Seligson, New York attorney. Escrow stock was voted by Dr. Hammer. For next chapter see below.

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Early this year Dr. Hammer, voting his own 10% plus 50% in escrow, voted Roberts group out of Mutual management and took personal command. He then bought options on their options, at token price, and got his two California associates to agree to sell their 40% to appropriate buyer. At week's end, five-member Roberts group had not been informed of terms of sale to new owners and didn't know what, if anything, they stood to gain from it beyond modest price Dr. Hammer had paid for options on their options. Reportedly Dr. Hammer and his two California associates got their money back and perhaps more.

•

UPS AND DOWNS • Post-quiz-probe multi-city network Trendexes, to be published this week, will show zig-zag pattern for some of top quiz shows in relation to their standings immediately pre-probe. Example: Among nighttime programs, departing *$64,000 Challenge* had risen in share of audience from 33.5 in August to 34.1 in September, and *Tic-Tac-Dough's* share rose from 32.9 to 37.1. But nighttime *Twenty-One* dropped from 34.2 to 32, *Haggis Baggis* from 41.9 to 34.5, *Bid and Buy* from 33.4 to 30.2, and *Price is Right* from 41.7 to 33.1 (though daytime *Price's* share rose from 61.6 to 66.4). Daytime gainers aside from *Price* included *Treasure Hunt* (37.2 to 43) and *Haggis* (18.9 to 27.5), while among losers were *Big Payoff* (32.4 to 29.1), *Do-Re-Mi* (40.2 to 38.7) and *Tic-Tac-Dough* (44.2 to 30.3).

•

Slippage indicated for nighttime Price Is Right *and boost for nighttime* Tic-Tac-Dough *in multi-city network Trendex (see above) was reflected, too, in ARB's Arbitron New York local ratings Thursday night. Records showed Friday that* Tic-Tac's *New York Arbitron was 6.9 as compared to 4.5 preceding week while* Price's *was 10.4 against 11.2 week before.*

•

STOP LIGHT • Extent to which FCC is conscious of activities of House Oversight Committee is indicated in Commission's post-recess actions. Even on routine license renewals, FCC is withholding action if station had been mentioned in any manner in Oversight proceedings of last session. Presumably action will be taken only after Harris Committee hearing record has been checked out to ascertain that there are no loose ends which might make renewal untimely or embarrassing.

•

United Artists Television Inc., out to become one of kingpins in tv film production, is understood to be planning three more tv film series before end of year—raising its committed outlays to approximately $9 million of capitalization of independent tv film producers. Already among them: Fletcher Markle, Kirk Douglas, Dennis O'Keefe, Keenan Wynn (see story, page 44). Though it has yet to sign its first sponsor, UA-TV is foregoing pilots and going all-out for 39 programs at time.

•

EARLY WARNING • With international crises warming up, some civil defense officials at state level are beginning to chafe at what they consider FCC bottleneck in achieving full implementation of Conelrad installation and widescale national test to determine areas in which government may have to install its own satellites to reach people in emergency. Radio is principal key in entire CD operation and defense officials are letting it be known they will even seek government money to help broadcasters get vital job done. FCC Defense Comr. Robert E. Lee is slated for ear-burning session this week during defense meetings with state officials.

•

"Executive reserve" for FCC, comprising communications experts who would sit in for FCC in event of national emergency and deployment of Commission and staff to unspecified area where seat of government would be maintained, has been virtually completed. FCC Comr. Robert E. Lee, Defense Commissioner, has been recruiting group for several months and number of them participated in recent "Operation Alert."

•

ACQUIRER • National Telefilm Assoc., New York, is understood to have completed transactions for acquisition of Telestudios Inc., also New York [SPECIAL REPORT, Sept. 8] and take-over probably will be announced Wednesday (Sept. 17). Timing coincides with radio & television executives society session on videotape, which will be held at Telestudios' headquarters. Company active in production of tape commercials and programs.

•

New York Local 1212 of International Brotherhood of Electrical Workers, which is in throes of internecine battle, involving administrative staff and many rank-and-file members (see story, page 76), may be headed for more difficulty this week. Local negotiating new contract with WINS New York and negotiators said to be "far apart" on issue of assignment of personnel. Present pact expires tonight (Sept. 15).

•

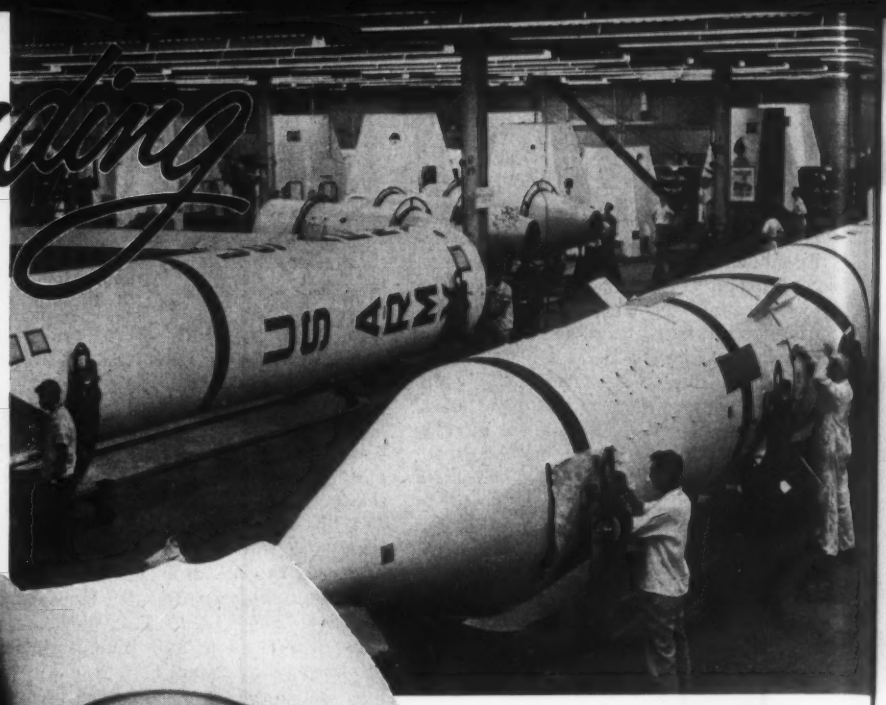
RADIO IN DEPTH • What are major factors in establishing strong loyalty to and "believability" for radio stations? In what ways and to what extent do stations become integral parts of daily living patterns in their communities? These are principal points understood to be covered in special depth studies, described as "radically different" approach to station research and designed to help agencies and advertisers evaluate radio more basically, that have been carried on for several months by John Blair & Co. under supervision of vice president and research director Ward Dorrell. Report and preliminary tabulations are due for unveiling this week.

•

Tv deintermixture and daytimer-clear channel case were given top priorities by FCC in instructions to staff at special meeting last Monday [CLOSED CIRCUIT, *Sept. 8*]. *FCC outlined various alternatives to be considered in tv allocations problem.*

Outstanding

ON THE DETROIT SCENE



CHRYSLER CORPORATION'S

Redstone Missile Assembly Line

From this point the giant missile manufactured by Chrysler Corporation is shipped by air to a test site on the Florida Coast.

One in a series of local personalities and features complementing the fine CBS Program lineup, that make WJBK-TV a vital force in Detroit.

Basic CBS • 100,000 Watts • Full color facilities
Video Tape facilities

"SAGEBRUSH SHORTY"

"Detroit's Favorite Kiddie Star"

Sagebrush Shorty completely dominates his competition seven days a week, (Monday through Friday 8:45 AM to 9:25 AM) (Saturday 10:30 AM to 11:00 AM) (Sunday 11:00 AM to 12 Noon) Chatting with his small fry guests, spinning yarns and presenting Top Cartoons in the 1,900,000 TV homes served by WJBK-TV.

Represented by **THE KATZ AGENCY, Inc.**

"Famous on the local scene"

WJBK-TV

CHANNEL 2 DETROIT

STORER BROADCASTING COMPANY

Storer Television

WJBK-TV	WAGA-TV	WSPD-TV	WJW-TV
Detroit	Atlanta	Toledo	Cleveland

National Sales Offices: 625 Madison Ave., New York 22 • 230 N. Michigan Ave., Chicago 1

THE WEEK IN BRIEF

Mutual Network Sold—Detroit industrial complex that bought Hal Roach Studios three months ago buys MBS for $2 million, announces plans to acquire limit-of-radio-tv stations. Page **27.**

Pepsi's Very 'Sociable' With Radio—Love-match with all four networks finds Pepsi spending 10 million nickels in unique 14-week saturation drive. Page **28.**

Who's Got Bon Ami?—Two agencies both claim they service the same client, but the client only recognizes one. Page **30.**

The Whole Cloth—Manhattan Shirt Co. bets bundle on $3 million tv allocations (time, talent, publicity), its first major broadcast buy of 101-year-old firm—and hopes to hit the sales jackpot. Page **30.**

Marriage & Divorce—All's not quiet on the agency front as new mergers continue to unfold while other shops split up. Page **32.**

Piper Plays an L&M Tune—Liggett & Myers products to showcase their varied fall program offers in special NBC-TV program, *The Pied Piper*. Page **32.**

Spot Radio Program Buyers—Some 20% of spot radio users buy programs as well as spot announcements, RAB study finds. Top 20 program buyers and their favored program lengths are listed. Page **36.**

NBC-TV Previews Fall.—Special color closed-circuit gives sampling of lineup including dozen new nighttime series, 100 specials, 600 hours of color plus increase in news and public affairs coverage. Page **40.**

TV Quiz Griddle—Pan is still hot as N. Y. district attorney indicates grand jury action, P. Lorillard gets nervous over *Challenge* and probers continue to study *Dotto* and *Twenty-One* for irregularies. Page **40.**

Spotlight on Editorializing—NAB Fall Conferences to feature discussion of subject. Survey conducted for BROADCASTING YEARBOOK shows extent of radio and tv editorializing. Radio Advertising Bureau reviews trends. Page **56.**

Tips on Selling—New York State broadcasters hear Pardoll, Silvernail, Roslow offer suggestions for better approaches, more qualitative data in convincing timebuyers on their stations' merits. Page **58.**

Around the NAB Circuit—Annual series of fall meetings gets underway next Thursday at Biloxi, Miss. Eight sessions to be climaxed Oct. 27-28 in Washington, D. C. Page **60.**

Hoosiers Spotlight Politics—Lively Indiana Broadcasters Assn. meeting includes frank discussions by station operators and public servants. Page **64.**

The Effect of Current Business Trends—Michigan Assn. of Radio & Tv Broadcasters Assn. devotes opening session to probe of economic and marketing problems that have arisen. Page **66.**

Stern Associations Questioned—Controversial Miami ch. 10 tv case had its second run in hearing chamber last week. Judge Stern's status as presiding officer not certain. Problem: conflict of interest. Page **68.**

Labor Pains at Local 1212, IBEW—New York local adopts report, blistering the administrative staff for its "deteriorating relationship" with CBS and cites "high-handed tactics" during costly strike against CBS. Page **76.**

Pay Tv Girds for April—That's the date Skiatron Tv's Fox says closed-circuit toll tv system—without decoder—will be programming in populated suburbs of such metropolitan centers as New York, San Francisco and Los Angeles. Page **78.**

Muzak's New Automation Gear—Full eight-hour or longer segments of programming will be possible for radio stations with new service and package being readied for early 1959. Page **81.**

New 'Due Bill' Plan for Stations-Advertisers—Paul Roberts, former MBS president, forms World Travelers' Club to serve advertisers and media. Reports company has completed more than $3.7 million worth of business in the past month and has signed almost 600 radio-tv stations and 200 advertisers. Page **82.**

MR. KATZ

But Do They Believe It?—The basic question is put once again to copywriters and broadcasters by Joseph Katz, head of the Baltimore-New York agency bearing his name. He devotes his MONDAY MEMO to a searching appraisal of broadcast commercials circa 1958. Page **105.**

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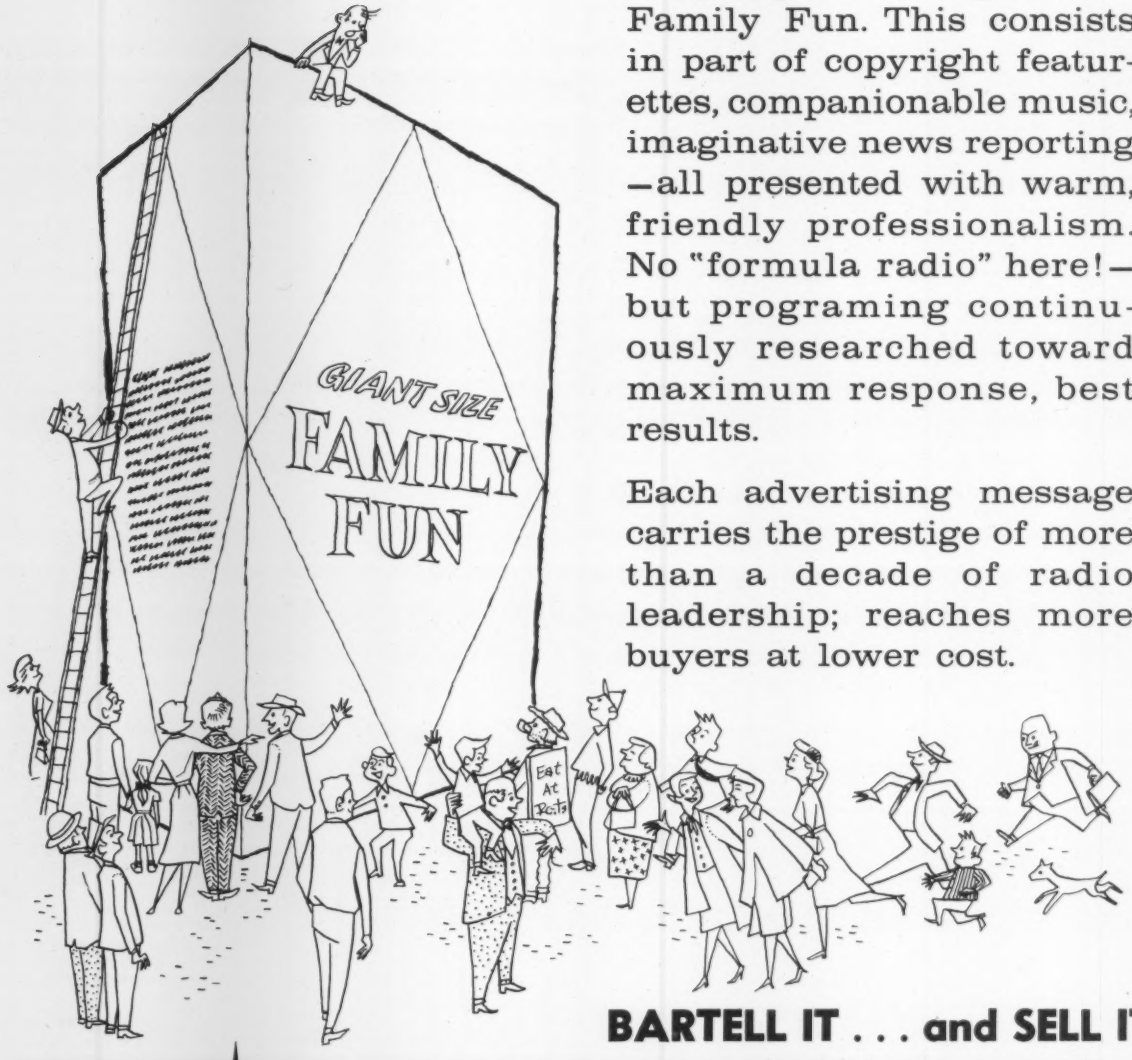
AUDITED PAID CIRCULATION ABC

BUSINESS PAPER CIRCULATION ABP

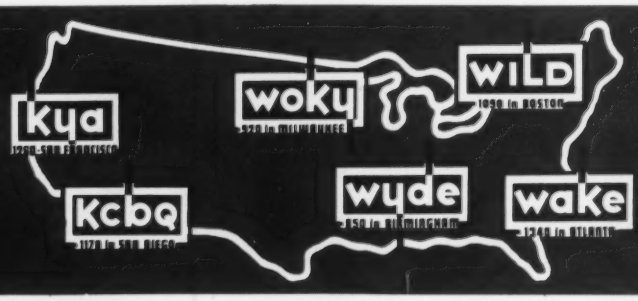
Bartell Family Radio is an exciting package, enthusiastically accepted by the American consumer market. The product has wide appeal, containing a tempting basic ingredient: Family Fun. This consists in part of copyright featurettes, companionable music, imaginative news reporting —all presented with warm, friendly professionalism. No "formula radio" here!— but programing continuously researched toward maximum response, best results.

Each advertising message carries the prestige of more than a decade of radio leadership; reaches more buyers at lower cost.



BARTELL IT . . . and SELL IT!

BARTELL FAMILY RADIO
COAST TO COAST



AMERICA'S **FIRST** RADIO FAMILY SERVING 15 MILLION BUYERS

Sold Nationally by ADAM YOUNG INC.

at deadline

P. LORILLARD DROPS $64,000 CHALLENGE

Cracks widened Friday in advertiser support of quiz programs as: (1) P. Lorillard Co. dropped sponsorship of *The $64,000 Challenge* on NBC-TV, at least partially because of unfavorable publicity in tv quiz probe (early story, page 40), and (2) report that Lorillard, set as fall co-sponsor (with Revlon) of *$64,000 Question*, also had been seeking to pull out of that show (CBS-TV).

Revlon is keeping ear on public reaction to *Challenge* demise and may re-evaluate its support of *Question* (since 1955) if situation worsens.

District attorney's office in New York announced Friday he will bring tv quiz investigation before special grand jury this month to bring matters "to a head." D.A. has confirmed probing of charges involving *Dotto* (cancelled by Colgate-Palmolive) and *Twenty-One*. But other tv quiz shows may be involved.

Neither Lorillard nor agency, Lennen & Newell, N.Y., would connect drop of *Challenge* to claim by Rev. Charles E. Jackson, of Tullahoma, Tenn., that he had received answer to question in pre-program briefing when he was contestant on program last December. Entertainment Productions Inc., producer of *Challenge* and *Question*, had denied charge made by Rev. Jackson.

Lorillard said its revision of fall programming was based on decision to reach "as varied an audience as possible" and that *Question*—which it will stick to for present at least—and *Challenge* had "similar audience appeal." *Question* returns to Sunday on CBS-TV effective Sept. 21; *Challenge* was to move from CBS-TV to NBC-TV Sept. 18. NBC-TV said news special would be put on air sustaining Sept. 18 and indicated if Lorillard did not have new show by Sept. 25, probably would schedule another news program. CBS-TV spokesman said *Challenge* would not be seen in its last scheduled appearance yesterday (Sept. 14), noting it had been "pre-empted" by sustaining news special, *China: War or Beast?*

D.A. reported court of general sessions will begin impaneling additional grand jury for September term. Jury will hear evidence on whether "conspiracy or other crime committed." Reasons, according to D.A. are "charges and counter-charges" affecting "integrity of individuals and commercial enterprises" and desire testimony to be received under oath.

Pharmaceuticals' spokesman reiterated faith in *Twenty-One* as "good vehicle" for its products as well as honesty in format.

BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 28.

CARLING RENEWS • Carling Brewing Co., Cleveland, renews *Championship Bowling* film series in 22 markets for 1958-59 season. Agency, Lang, Fisher & Stashower, Cleveland. Brewery now in sixth year of sponsorship of property syndicated by Walter Schwimmer Inc., Chicago, starting with eight markets and expanding to 14 this past season. Series produced by Peter Demet and sold in 101 markets for fall, according to Bernard Crost, Schwimmer vice president-sales.

COSMETIC SERIES • Lanolin Plus (cosmetics, beauty aids), Chicago, plans saturation spot tv campaign in approximately 80 markets, plus local radio announcements supporting newspaper advertisements, as part of heavy fall advertising program. Agency is Erwin, Wasey, Ruthrauff & Ryan, Chicago. Tv drive described as "heaviest in history of Lanolin Plus broadcast advertising." National magazines also to be utilized. Campaign to coincide with new limited-offer retail sales program.

WBBM-FM NAMES REP. • Now independently programmed commercially, will be represented nationally by CBS Radio Spot Sales. Pact was negotiated last week by H. Leslie Atlass, CBS Radio Central Div. vice president and general manager of WBBM-AM-FM-TV stations, and Gordon F. Hayes, general manager of network-owned representative firm. CBS Radio spot sales also represents 14 other stations, seven of them CBS-owned, and two regional networks.

BAKERY IN WEST • Mother's Cake & Cookies Co., Oakland, Calif., begins 13-week radio spot saturation campaign yesterday (Sept. 14) in Los Angeles (478 one-minute spots) and San Francisco (465 one-minute spots), and moving to Phoenix on Sept. 29 for 13-week effort (430 spots). Agency, Guild, Bascom & Bonfigli, San Francisco.

NAB Asks FCC to Reconsider Political Equal-Time Ruling

FCC asked Friday by NAB to reconsider ruling that extends equal-time provisions for political candidates to their spokesmen and supporters. NAB President Harold E. Fellows told Commission that ruling "is so fraught with endless problems, not susceptible of equitable solutions, that sheer chaos in the field of broadcasting must inevitably ensue."

FCC in July 3 letter to D. L. Grace, of Fort Smith, Ark., had said candidate offered equal time to reply to an opponent "may use the facilities in any manner he sees fit," including having a spokesman appear for him. Mr. Fellows said ruling is "diametrically opposed" to previous FCC policy and law. He asked for reconsideration and hearing.

BMI Board Change Made

Julius Brauner, CBS representative on Broadcast Music Inc. board, resigned some six months ago, it was learned Friday when E. R. Vadeboncoeur, WSYR-AM-TV Syracuse, was elected to BMI board vacancy. There was no official reason given for Mr. Brauner's resignation, and CBS still retains its ownership of 8.9% of outstanding BMI stock. Two years ago Frank Stanton, CBS president, promised Rep. Emanuel Celler, pro-ASCAP, anti-BMI chairman of House Antitrust Subcommittee, that CBS would give serious study to proposal it (and other networks) get out of BMI ownership.

Winchell Returning to Mutual

Elaborating upon Walter Winchell's return to Mutual (see story, page 27), Alexander L. Guterma, new MBS president, reported Friday that commentator will begin Sunday news series next month under sponsorship of cosmetic company. Mr. Guterma said sponsor cannot be identified at present and time slot and starting date will be announced shortly.

Winter Accounts Looking

Cold wave is overtaking tv again, with at least three major firms preparing heavy fall schedules. Warner-Lambert Pharmaceutical Co. will introduce new cold remedy, Virison, via Ted Bates & Co., while Lambert & Feasley is lining up Listerine markets. Pharmacraft, new at Cunningham & Walsh, is asking availabilities for Pertussin. Vick Chemical—via BBDO and Morse International—is working on its autumnal Vicks blast. Markets are in excess of 100 in each case.

Dentyne to Use 100 Markets

American Chicle Co. (Dentyne gum), Long Island City, N. Y., reported to be launching 13-week spot tv campaign in late October in approximately 100 markets throughout country. Agency, Dancer-Fitzgerald-Sample, N. Y.

at deadline

Ex-Comr. Mack 'Over Barrel' In Miami Case, Palmer Says

Former Comr. Richard A. Mack said he was "over a barrel" in Miami ch. 10 case because he had friends on all sides. This was testimony Friday of Perrine Palmer, Miami businessman, in rehearing on Miami ch. 10 irregularities (see earlier story, page 68). Hearing resumes tomorrow (Tuesday).

Mr. Palmer said A. Frank Katzentine (WKAT Miami), who lost bid for ch. 10 there to National Airlines, came to him early in 1956 for help in finding out how FCC stood on final decision. Mr. Palmer testified he called Mr. Mack about case; that he saw FCC commissioner twice in Washington—both times with Mr. Katzentine—and that he continued to call Mr. Mack frequently to determine status of decision. He also admitted he urged grant to WKAT or that Mr. Mack disqualify himself. Mr. Perrine is boyhood friend of former FCC commissioner. Mr. Palmer also stated Thurman A. Whiteside, Miami attorney, told him he had been asked to help by Judge Robert W. Anderson, then Miami attorney in firm representing National Airlines. Final witness for first week stated that Comr. Mack listened to importunities but remained "evasive," that Mr. Mack never did tell what was on his mind. Mr. Palmer admitted he suggested name of Ben H. Fuqua to Sen. Estes Kefauver (D-Tenn.) when Senator called McGregor Smith, chairman of Florida Power & Light Co., in behalf of Mr. Katzentine.

In his last call to Mr. Mack on Miami ch. 10 subject in January 1957, Mr. Palmer said Mr. Mack told him decision would be out "shortly," and that "it didn't look good for your friend." When Palmer asked why, Mr. Palmer said Mr. Mack responded, "Too much Kefauver."

Judge Anderson is witness Tuesday, followed by Charles Shelden, Miami insurance executive on Wednesday; George T. Baker, National Airlines president, Thursday, and Paul R. Scott, associate of Judge Anderson, Friday.

JCET Asks Philadelphia VHF

Joint Council for Educational Tv Friday asked FCC to institute rulemaking to reserve ch. 12 Wilmington, Del.—scheduled to go dark last Saturday (Sept. 13) (see pages 74, 75)—for educational use. JCET said there is no vhf educational tv station between Boston, Pittsburgh and Chapel Hill, N.C. (encompassing New York-northern New Jersey metropolitan area, Philadelphia, Trenton, Camden, Wilmington, Baltimore and Washington). JCET noted that educational WHYY-TV Philadelphia (ch. 35) is having same troubles as other uhfs.

Editorializing Will Expand Radio's Growth, Says Bartell

Radio will develop creative editorializing leadership, acquiring increased audience response and respect, Gerald A. Bartell, president of Bartell Family Radio, said Friday night in dinner address to Michigan Assn. of Broadcasters, meeting at Gaylord (early story, page 66).

Noting that newspapers were abdicating editorializing function, Mr. Bartell said exercise of editorial responsibility by broadcasters "is democracy in action" and requires courage as well as initiative. He said "inevitable retirement" of American Bar Assn. Canon 35, with its radio-tv courtroom ban, will eliminate "radio's last restraint in news inquiry."

Don't belittle teenage market, he warned, explaining young married women retain listening habits. About 3 million teenagers are married each year, he reminded, and the average American reaches lifetime discernment level at age of 20.

New officers elected Friday: James Quello, WJR Detroit, president; Willard Schroeder, WOOD-AM-TV Grand Rapids, vice president; Wilmer Knopf, WFDF Flint, sec.-treas. Name changed to Michigan Assn. of Broadcasters.

KMBC, WTVN Join Mutual

Mutual announced Friday (Sept. 12) that KMBC Kansas City and WTVN Columbus, Ohio, have joined network as affiliates, raising number of clients to 440. KMBC was to begin receiving Mutual service Sept. 14 and WTVN on Oct. 13 (see Mutual story, page 27).

WDSU EDITORIALS

Daily editorials will be carried starting today (Sept. 15) by WDSU-AM-TV New Orleans, according to Robert D. Swezey, executive vice president-general manager of stations and chairman of NAB Freedom of Information Committee. Tv editorials will be scheduled at 11:10 p.m. Monday-Friday, radio 11-11:30 p.m. and 8-8:30 a.m.

Copies of all editorials will be made available to public, Mr. Swezey said. He called step "expression of our conviction that if radio and tv are to achieve full significance as news media, they must assume editorial responsibilities." He added demise of *New Orleans Item*, leaving city with only one newspaper organization, was factor in decision. WDSU news staff is headed by Bill Monroe.

PEOPLE

LINDSEY SPIGHT, vice president and manager of Blair-Tv offices in San Francisco and prominent in advertising field on Pacific Coast, has resigned posts but continues to serve both Blair-Tv and Blair Television Assoc. in advisory capacity, while devoting additional time to personal interests. **EDWARD** (Ned) **SMITH,** general manager of KOVR-TV Stockton, Calif., appointed to head Blair's tv operations in S. F. area. Mr. Spight's retirement comes after 25 years with Blair. Mr. Smith at one time was in charge of tv sales in S. F. office of Edward Petry & Co.

MAXWELL SAPAN, formerly vice president and creative director, Seklemian & North (recently absorbed by Calkins & Holden), appointed vice president and creative director of Bryan Houston, N. Y., where he will supervise agency's creative services including copy, radio-tv and art departments. Past agency associations include J. Walter Thompson, Emil Mogul, Grey Adv. and Dowd, Redfield & Johnstone.

ALAN SIMMS, formerly of Chilton Publications and WIP Philadelphia, named promotion-information services director of WCAU-TV Philadelphia. **BUR SIENKIEWICZ,** formerly of Mel Adams & Assoc., New York public relations firm, named press information supervisor of WCAU-TV.

CHARLES M. KINSOLVING JR., associate media research manager, McCann-Erickson, N. Y., to NBC plans development manager; **BARRY T. RUMPLE,** plans manager, promoted to NBC rates and affiliations manager.

ALAN FREED, disc jockey at WABC New York, signed by Hal Roach Studios, new Mutual owner, for two motion pictures.

Multiplex Extension Denied

FCC has refused to extend time for filing comments—on its inquiry to consider broadening its rules to permit more types of fm multiplexing service — beyond present Oct. 2 deadline. FCC denied extension requests by Crosby Labs, Syosset, N. Y., and Multiplex Development Corp., New York City, noting time has been extended 30 days already and that Commission desires to minimize delay in proceeding. FCC pointed out it will still consider petitions for late filings.

New Music Society Formed

Formation of Society of Music Authors & Composers by group of BMI and some ASCAP songwriters — who are retaining memberships in these organizations—was to be announced yesterday (Sept. 14). Spokesmen said SOMAC would not compete with BMI or ASCAP, would have nothing to do with performing rights but rather would work to advance interests of composers and lyricists and abolish unfair practices in use and reproduction of songs. Larry Coleman, whose credits include "Ricochet," heads SOMAC.

Are women your target?

then

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Every advertising plan needs a solid foundation-medium. On any product for Home or Family, that medium is PURSE-SUASION. With 20 sales-messages every week—rotated week-after-week to reach a station's entire daytime audience—PURSE-SUASION combines the persistence of saturation with the triple impact of *sight* plus *sound* plus *motion*, the impact only television can deliver. And you can buy it at an economy-figure comparable to the time-and-talent cost of a single daytime network quarter-hour. Get the complete, market-by-market details from Blair-TV.

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WHDH-TV – Boston
WBKB – Chicago
WCPO-TV – Cincinnati
WEWS – Cleveland
WBNS-TV – Columbus
KFJZ-TV – Dallas-Ft. Worth
WXYZ-TV – Detroit
KFRE-TV – Fresno
WNHC-TV – Hartford-New Haven
KTTV – Los Angeles
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"RESCUE 8" PACKS A PUNCH UNLIKE ANY OTHER

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79% OVER SHOW **D**	**272%** OVER SHOW **G**
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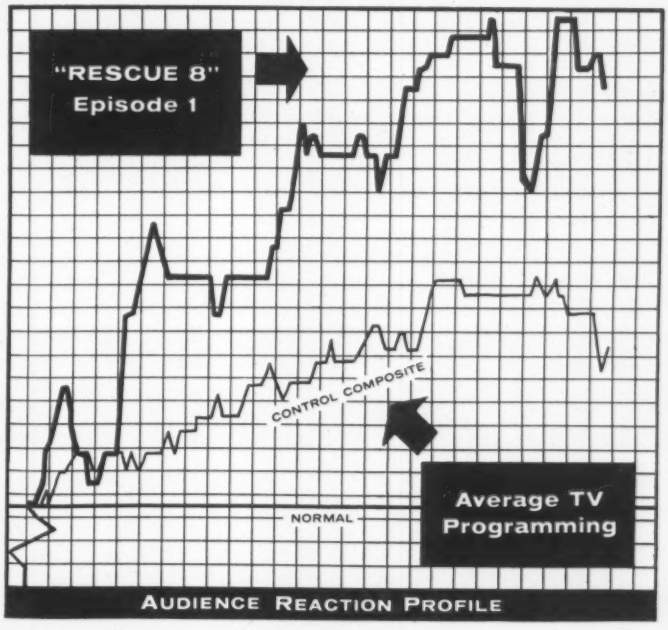

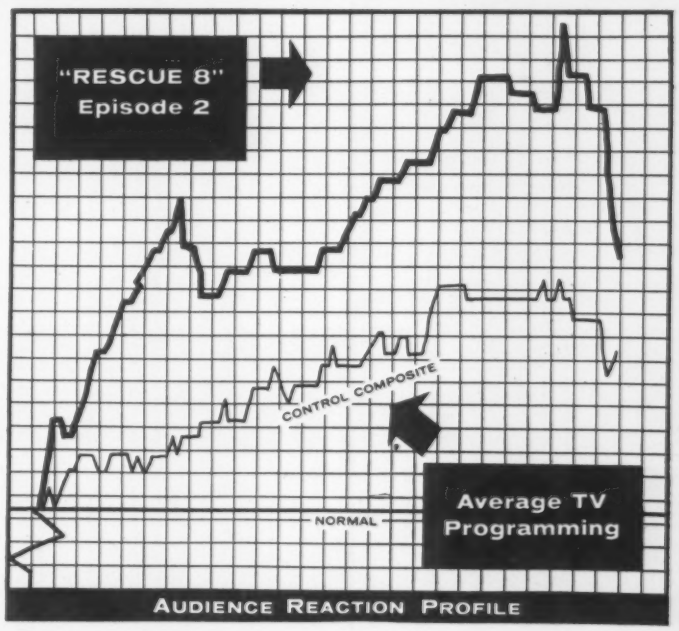

NOTE! The full "RESCUE 8" study is available upon request from:

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Again #1 Hooper, May and June, morning and afternoon. Try the afternoon show 4 to 6 p. m. with Dopey Duncan and Bob Newman.

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Top Pulse, Manchester, Concord, Nashau markets. Morning shows 5 to 10 a.m. with Chuck O'Neill and Norm Bailey.

WTSP
ST. PETERSBURG, FLA.

5000 watts, top personality station in the Tampa-St. Petersburg markets. The major league game of the day station for the Florida west coast.

WWNR
BECKLEY, W. VA.

#1 Hooper, morning, noon and night. Morning shows 5 to 9:45 a.m. with Russ Cooke and Gary Dent.

WNAR
NORRISTOWN, PA.

Top Pulse in rich Montgomery County market. Morning shows 6 to 9 a.m. with Tony Bekas and Don Jones.

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Joe Rahall, President
"Oggie" Davies, Gen. Manager

NORTHWEST PASSAGE

America's first commandos, the forest rangers led by Major Robert Rogers in the French and Indian War of the 1750's, are the heroes of *Northwest Passage*, which started last night (Sept. 14) on NBC-TV.

In "Fight at the River," opening installment of the new series, a badly-wounded ranger stumbled into Rogers' headquarters at Fort Crown Point to report that the French are using the Snake River to transport men and munitions to a new camp which a group of captured rangers are being forced to help build. "So our scouts were wrong. The Snake River is navigable. Well, it won't be when we get through," says Rogers. How he and a half-dozen rangers carry a 600-pound cannon across country, rescue the captured rangers and blow up an overhanging cliff, destroying the French camp and blocking the river, is related in the half-hour drama.

Packed with action, *Northwest Passage* is sure-fire stuff for every red-blooded American boy and probably for most older male members of the family. Romance is lacking, at least in the first installment, but if the household boasts a color set, Mother and Sister will be entranced with the green and gold beauty of the forest scenes and the gorgeous red coats of the British troops and blue coats of their French opposites.

A note of realism has been injected into *Northwest Passage* to distinguish it from most other tv action series: bullets are impartial; men on "our" side as well as "their's" get wounded and killed. "Fight on the River" ends unexpectedly with the death of the young ranger who had been hero of the episode's subplot.

Production costs: About $47,000.

Sponsored by RCA Whirlpool through Kenyon & Eckhardt, Chicago, Sunday, 7:30-8 p.m. EDT on NBC-TV in color and black-and-white. Started Sept. 14.

Produced at MGM-TV. Executive producer: Samuel Marx; Producer: Adrian Samish; director: George Waggner; writers: Sloan Nibley and George Waggner; based on the novel by Kenneth Roberts.

Cast: Keith Larsen as Major Rogers; Buddy Ebsen as Hunk Marriner, the two continuing characters of the series; Rayford Barnes, Stuart Wade, Harry Lauter, Denny Miller, Hal Riddle.

MUSIC USA

The "vision" of Westinghouse's musical spectacular Sept. 8 was brilliant. Every number was heightened by the sweeping, darting cameras propelled by the unflagging imagination of Director Norman Abbott. The artistry reached its apex in the closing bars of the George Gershwin piano concerto when the camera panned the orchestra in perfect synchronization with the music, ending on the bowed head of soloist Andre Previn.

There were, however, undeniable disappointments in the selection of artists and of music. Singer Diahann Carroll displayed a fitting cleavage for "Body and Soul," but her obvious appeal could not conceal a rather ordinary voice. Plagued by the "USA" in the title, the producer felt called upon to present some rock and roll. What better (and more satirical) choice than "The Purple People Eater," rendered by its composer, Sheb Wooley.

Most even in performance was the old maestro, Benny Goodman. Composer-conductor Johnny Green was an affable, amusing host, who talked a little too much as hosts having a good time are wont to do.

Obviously, the title promised more than the program could possibly give. The music of this country is too rich, too diverse to be encompassed in an evening's listening, let alone an hour's. Yet, *Music USA* would be an inviting title for a continuing series that might concentrate each week on a different area, presenting perhaps W. C. Handy as well as Aaron Copland.

The Westinghouse special showed that there is a rich lode in the music vein yet to be mined. It remains for the gentlemen of Madison Avenue to take full advantage of the fact that there are infinitely more variations in the notes of the scale than in all the westerns that have been or ever will be written.

Production costs: Approximately $80,000.

Sponsored by Westinghouse Electric Corp. through Grey Adv. on CBS-TV, Monday, Sept. 8, 10-11 p.m. EDT, pre-empting regular Westinghouse Studio One in Hollywood.

Executive producer: Robert Sparks; producer: Eva Wolas; writer: Cy Howard.

VOICE OF FIRESTONE

ABC-TV's *The Voice of Firestone*, a stronghold of culture and classicism in a medium otherwise bounded by "shoot-em-ups", isolation booths and variety show cold-wars, was swallowed up into tv mundanity last Monday (Sept. 8, 9-9:30 p.m.), when its "new" format took effect. Narrator John Daly did his best to smoothly tie in the wide variety of musical offerings consisting of an aria from Bizet's "Carmen," sung by Rise Stevens, a flamenco guitar selection by Carlos Montoya, a duet by Broadway's Doretta Morrow and Ray Middleton, and a lavish, noisy and upbeat version of "St. Louis Blues," sung by Jo Stafford and friends.

The premiere half-hour seemed to serve more as a preview of what the viewer is to expect in future weeks, then as a relaxed presentation of musical numbers. Following each number narrator Daly expounded on the other great names that would grace the screen this season, turning the show into a glorified "coming attractions" montage.

However, from indications of coming talent, and if *The Voice of Firestone* settles down to the half-hour at hand in a more relaxed fashion, the series should offer some rewarding and enjoyable live music.

Production costs: Approximately $37,500.

Sponsored by Firestone Tire & Rubber Co., Akron, through Sweeney & James Co., Cleveland, on ABC-TV Monday, 9-9:30 p.m. EDT. Resumed Sept. 8.

Producer: Frederick Heider; writers: David Greggory, Harold Flender; director: Richard Donovan Dunlap.

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TREMENDOUS SALES!

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COLORADO SPRINGS	KRDO
LAS VEGAS	KLAS
ALBUQUERQUE	KOAT
EUREKA	KIEM
MEDFORD	KBES
BILLINGS	KGHL
SANTA BARBARA	KEY-T
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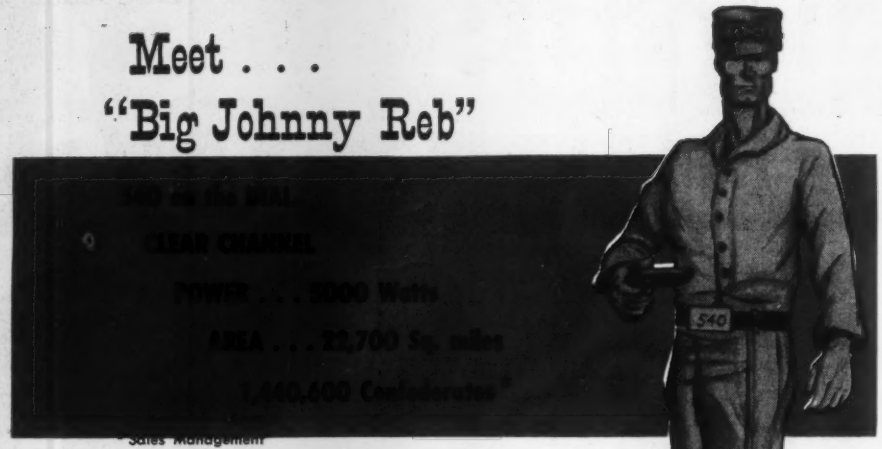
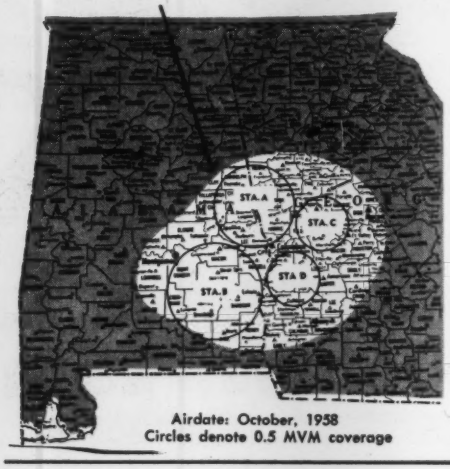
"Big Johnny Reb"



WDAK covers MORE than the OTHER FOUR!



Airdate: October, 1958
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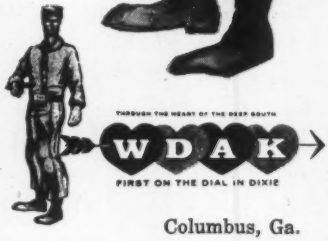

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OPEN MIKE

Diminishing Returns

EDITOR:

I was quite interested in your lead editorial of the Sept. 1 issue.

It does seem stupid to me for three television networks to carry the same long-winded coverage of the United Nations session as happened recently in the Lebanon case. By duplicating coverage they are reducing the effectiveness of their medium.

Reminds me of the time when all the network stations were carrying FDR's Fireside Chats. Perhaps it is because we are in a strong Republican area, but we've found that some people still would rather listen to good music than a politician orate.

I think continued duplication of program content by the three networks will do much to strengthen the audience building efforts of independent stations. Whether this will rebound to the benefit of the television industry is questionable.

Robert T. Mason
General Manager
WMRN Marion, Ohio

Drops in the Bucket

EDITOR:

Your editorial "Little Drops of Water" [Sept. 1] makes a lot of sense.

Your conclusions are most accurate. I am circulating copies of that editorial to the uhf stations. An all-out effort by the majority of uhf stations is the key to the very thing you discuss.

Wallace M. Bradley
Executive Director
Committee for Competitive Tv

[EDITOR'S NOTE: The editorial commended the movie industry's success in getting rid of the admission tax on $1 and cheaper tickets as a lesson in legislative liaison for the effort to have the 10% excise removed from all-channel tv receivers.]

Independent Media

EDITOR:

In BROADCASTING for Sept. 1 [AT DEADLINE], the item regarding Mr. Whitney's purchase of control of the *New York Herald-Tribune* states that, as a result of this acquisition: "Corinthian group of radio-tv stations becomes newspaper-owned."

This statement is not correct. Although Mr. Whitney is senior partner of J. H. Whitney & Co. (which is the owner of the Corinthian stations referred to), his interests in both the *Herald-Tribune* and *Parade* magazine are completely outside the firm, being held by Plymouth Rock Publications Inc., of which he personally is the sole stockholder.

C. Wrede Petersmeyer
Corinthian Broadcasting Corp.
New York, N. Y.

Mary to the Contrary

EDITOR:

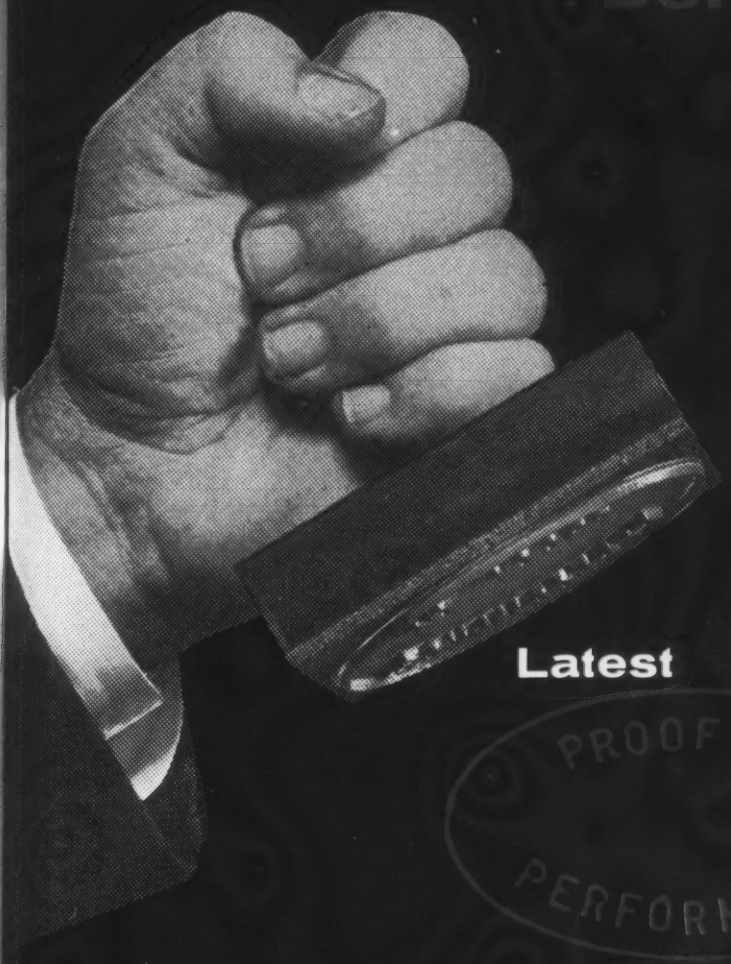
The article about the Arkansas Broadcasters Assn. on page 70 of the Sept 1 issue stated, "Mary Pritchett, Little Rock, continues as executive secretary of ABA." She has not been with us since December 1956.

June S. Spann
KWAK Stuttgart, Ark.
Executive Secretary, ABA.

KFDM-TV

Dominates

BEAUMONT
PORT ARTHUR
ORANGE



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	7:00 A.M.—12:00 Noon Monday Thru Friday	12:00 Noon—6:00 P.M. Monday Thru Friday
WPON	39	46.5
Sta. B	24.1	14.0
Sta. C	11.9	8.1
Sta. D	10.0	5.4

C. E. Hooper, May, 1958

CONTACT
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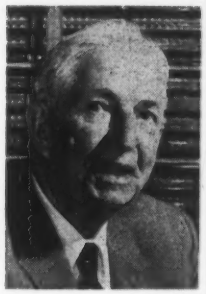
OUR RESPECTS

to John Frank Burke



Last Tuesday, Frank Burke began the day by working on his editorial comment on the news for broadcast at noon on KPOP Los Angeles, just as he has each morning for the past 20 years. The only thing that made last Tuesday different is that it was his 85th birthday, a date that finds most men more concerned with their own ailments than with the troubles of the world.

But Mr. Burke is not like most men. A lifelong worker for social and political reforms, a crusading lawyer, publisher and broadcaster, he is more interested in the future than the past and much more interested in the state of the nation than in his own health.

Born Sept. 9, 1873, in Bay City, Mich., John Frank Burke (the John was shortened to J., then discarded entirely) lost his father when he was four and at 16 was working at the Brush Electrical Works in Cleveland, earning 10 cents an hour, 10 hours a day, six days a week. This didn't seem to offer much future, so Frank enrolled at Oberlin College, earning his way by reporting news and selling space for out-of-town papers.

The publisher of one of those papers also owned a magazine he wanted to sell. Frank looked at the books, found uncollected debts of more than the sum asked as down payment, collected them and was himself a publisher. To get out the magazine he bought a print shop in Elyria, Ohio, and to keep the print shop busy when the magazine failed, he started a daily newspaper, the *Elyria Chronicle*. Meanwhile, he had begun studying for the ministry, but his youthful liberalism soon conflicted with the fundamentalism of the Methodist Church at that time and he switched his studies to the law. His views also conflicted with those of the businessmen backers of the *Chronicle*, so he left the paper and completed his law studies at the U. of Northern Ohio.

Mr. Burke entered private law practice in Elyria but soon became an attorney for the Anti-Saloon League and took up the fight against the "liquor traffic." He helped draft the act which became the prohibition amendment. He entered politics and was elected to the Ohio State Senate. He repurchased his old newspaper, and bought the town's other daily, merging them as the *Chronicle-Telegram*, then acquired a third daily, in Bucyrus, Ohio. In 1927 he sold the lot and moved to California as publisher of the *Santa Ana Record*.

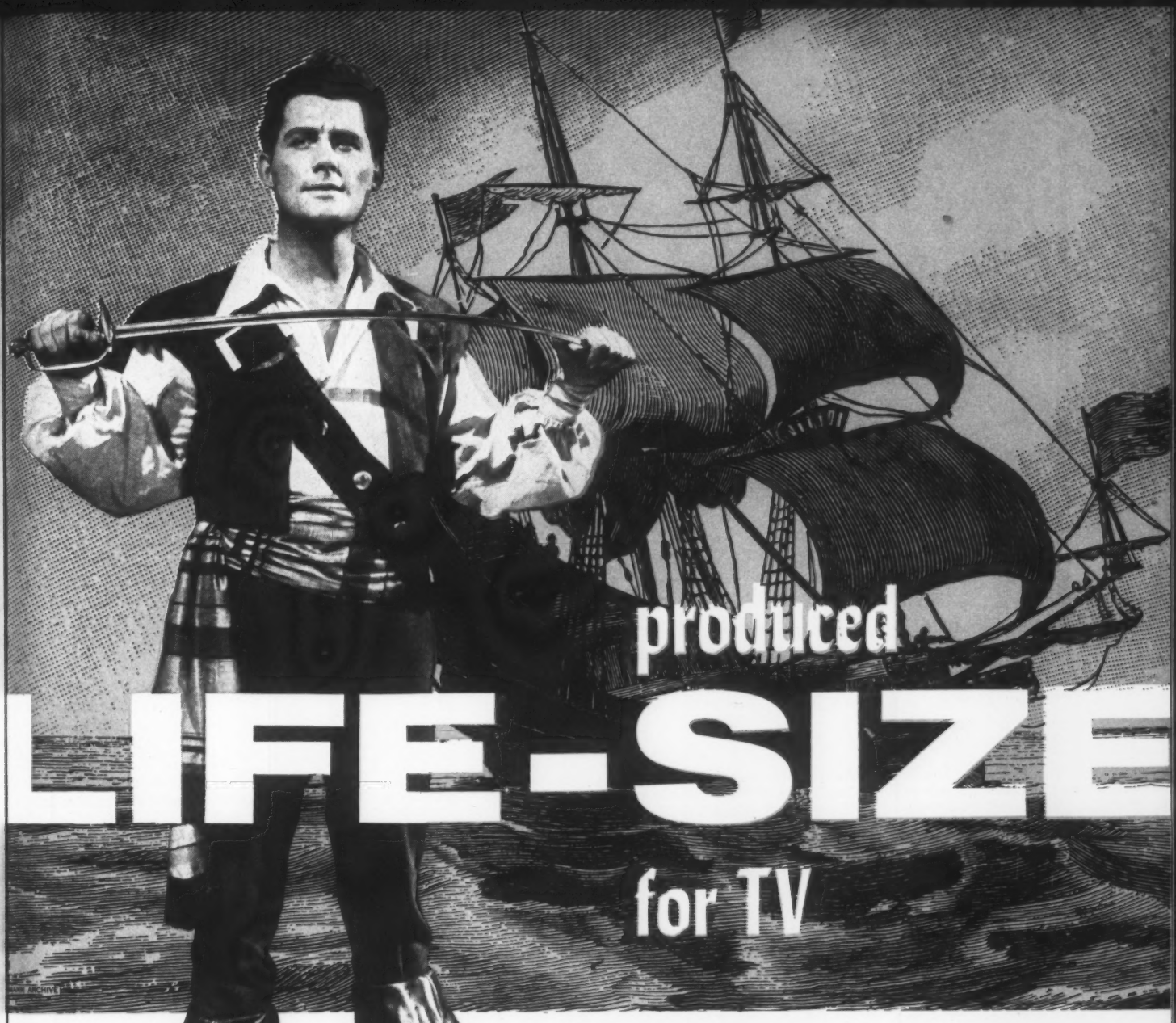
In Santa Ana he soon became part of a group that was working for world peace. They secured a permit to erect a 500 kw station, the first ever issued, figuring that with that much power they could push their words around the world. But the money to build the station was harder to come by and while they were trying to raise it, the group purchased KVOE (now KWIZ) Santa Ana so they'd know something about broadcasting when their international station came into being.

That time never arrived. The organization dissolved and KVOE was sold. But Mr. Burke had learned something about the power of radio to sell goods and services locally, regardless of its efficiency as a messenger of world peace. The deepening depression and the competition of a new Scripps daily in Santa Ana were making things tough for the *Record*, so he sold the paper and purchased a 250 w Los Angeles radio station, KFVD (now KPOP), a daytimer sharing 1020 kc with KDKA Pittsburgh.

Mr. Burke soon got his power boosted to 1 kw and later to 10 kw, with an application for 50 kw now before the Commission. But a long hard fight failed to upset KDKA's dominance of the 1020 kc channel, so he got a grant for a fulltime operation on 1110 kc where he started KPAS (now KXLA) Pasadena. This was in 1942, he recalls, "just in time for me to be ordered to sell one of my stations under the new duopoly rule." He sold KPAS to his son-in-law, Loyal L. King, who had previously managed his newspaper in Bucyrus.

About the time Mr. Burke bought KFVD, Frank Jr. was graduated from Pomona College and he soon took over the operation of the station, giving his father more time for his social, civic and political activities. But through the years, Frank Burke Sr. has continued as editor of the air on KPOP, although this past summer he has left the actual broadcasting to his editorial assistant, Clay Osborne, with whom he confers each morning by telephone from his summer home at Newport Beach, Calif.

He plans to be back at the microphone this fall, when he and Mrs. Burke, who was Mabel Shanafelt before their marriage in 1897, return to their winter residence, an apartment in Pasadena. "We took it to be near Frank and Mary (Mrs. King) and our five grandchildren," Mr. Burke said.



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Baltimore	68.7%	New York City	24.9%
Baton Rouge	75.6%	Norfolk	72.8%
Buffalo	59.8%	Philadelphia	57.0%
Charleston	60.4%	Portland, Ore.	55.7%
Chicago	46.7%	Pueblo-Colorado Springs	83.4%
Detroit	44.3%	Salt Lake City	70.4%
El Paso	45.9%	Seattle-Tacoma	42.0%
Honolulu	46.6%	Spokane	59.8%
Los Angeles	34.1%	Washington	41.9%
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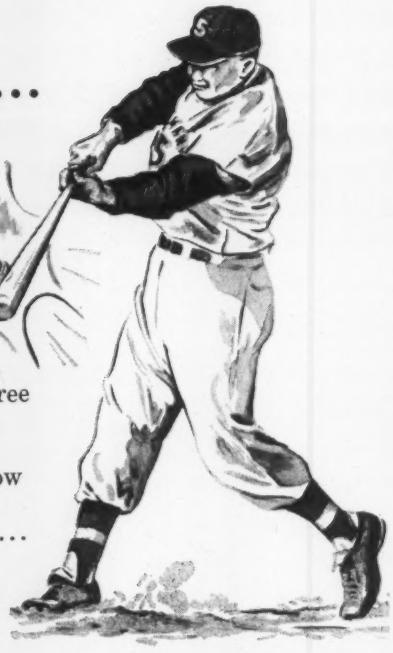
It takes just one *BIG* one...



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STATION	Weekly Daytime	Weekly Nighttime	TOTAL BONUS
WKRG-TV	157,730	176,950	
Station "A"	130,390	146,500	57,790
Station "B"	84,610	104,050	146,020
	Daily Daytime	**Daily Nighttime**	**TOTAL BONUS**
WKRG-TV	109,600	139,860	
Station "A"	93,060	113,230	43,170
Station "B"	48,670	61,220	139,570

For availabilities, call your Avery-Knodel man, or C. P. Persons, Jr., V-P & Gen'l Mgr. of WKRG-TV

IN PUBLIC INTEREST

HIGHWAY PATROL • WGAN Portland, Me., used a special telephone hookup to allow state highway patrolmen to broadcast traffic reports direct from their radio patrol cars during the Labor Day weekend. On the air around the clock during the weekend, KGAN turned over all its facilities to the State Police and received 468 direct phone call bulletins from state troopers during the 78-hour period.

INFORMATION PLEASE • WMAR-TV Baltimore brought the public's attention to the campaign of the Arthritis and Rheumatism Foundation, with a full hour "tv clinic." Leading medical and surgical authorities answered questions from the public about specific aspects of the diseases. A bank of studio telephones was manned by members of a Baltimore nurses association.

THE BELLS TOLLED • WWRI West Warick, R. I., had church bells tolling over its airwaves, during the Labor Day weekend, to place emphasis on the mounting highway traffic fatality list. Each traffic bulletin was accompanied by tolling bells and the announcement "Don't let the church bells toll for you . . . drive carefully during this Labor Day weekend."

WHITEFACE ROUNDUP • KREM Spokane came to the aid of a local rancher who had become separated from three of his whiteface steers. After three days of unrewarding searching, on foot and in pick-up truck, and unsuccessful newspaper ads, rancher John Roberts turned to radio, and KREM brought home the beef. After one 7 a.m. announcement, Mr. Roberts received a phone call from neighbors 15 miles to the south. And the meat on the hoof was back in the barn that afternoon. Today, the three wanderers are gone again; but this time rancher Roberts knows their whereabouts: his freezer contains 500 pounds of frozen beef. And though gone, the steers are not forgotten. People are still asking Mr. Roberts if he ever found them.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
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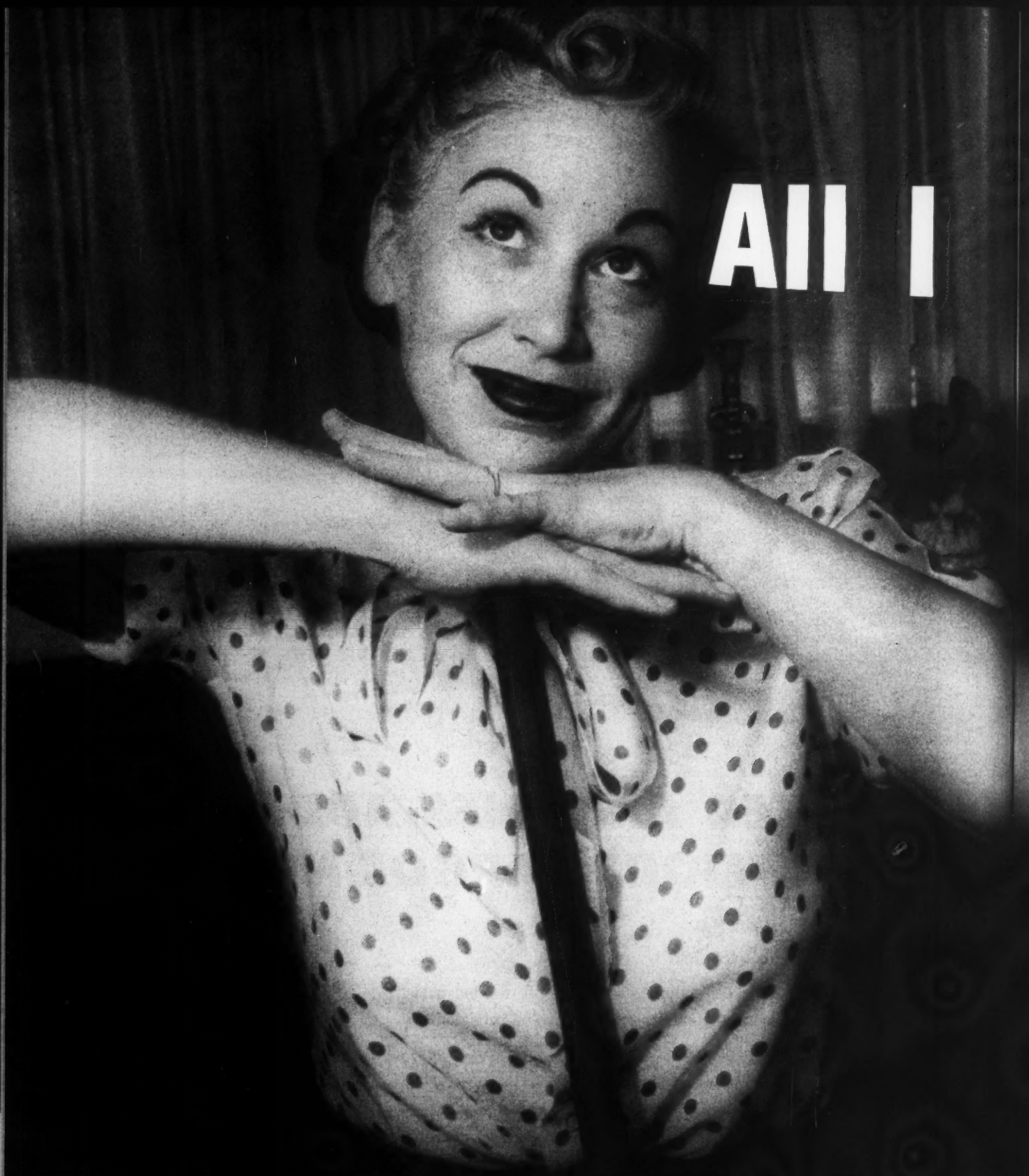

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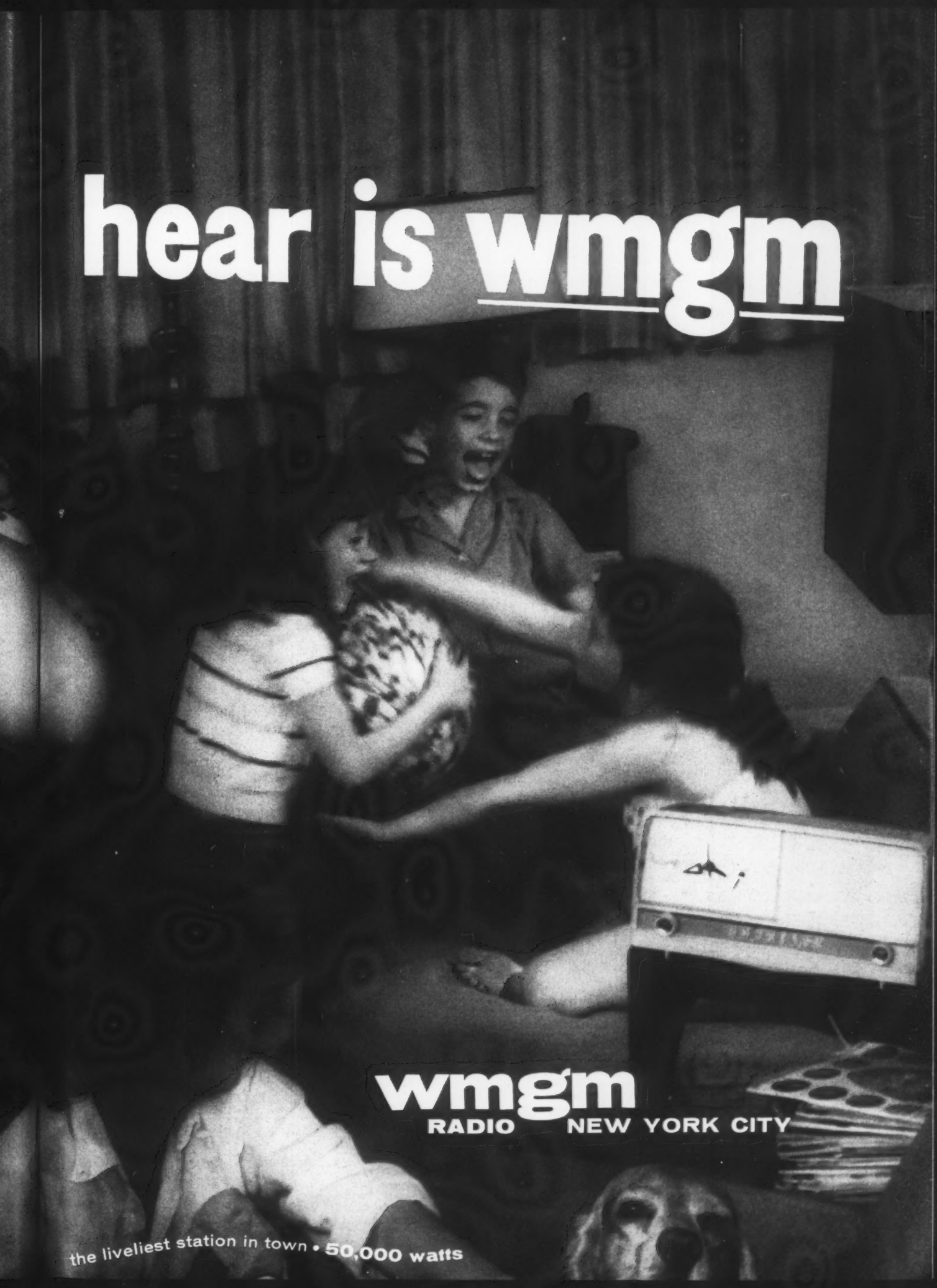
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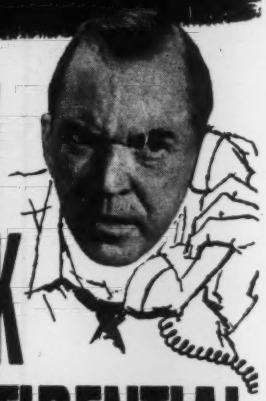

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FILAMENT..."double-flashed" for high emission reserve, longer life.

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BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Vol. 55, No. 11 SEPTEMBER 15, 1958

NEW GIANT GROWING IN RADIO-TV?

Detroit auto parts manufacturer buys Mutual Broadcasting System

It's same company that bought Hal Roach Studios three months ago

It states plans to acquire limit of radio and television stations

A Detroit-based industrial complex bought the Mutual Broadcasting System last week and announced its intention to build an empire in radio and television.

The F. L. Jacobs Co. bought Mutual for an announced $2 million-plus from the California syndicate which bought the network a year ago from RKO Teleradio Pictures for $550,000.

The Jacobs company, an automobile parts manufacturer which has been buying up companies in other fields, made the Mutual deal through a complicated structure of subsidiaries. Jacobs is the majority stockholder in the Scranton Corp., Scranton, Pa., a lace manufacturer. Scranton Corp. last May bought Hal Roach Studios, Culver City, Calif. It was Hal Roach Studios that became the owner of Mutual.

At a news conference in Los Angeles last Thursday Alexander L. Guterma, board chairman of the Jacobs company, said Mutual intended to acquire a full quota of seven radio and seven television stations. The network now owns none. It was spun out of the RKO Teleradio operation, without stations, when bought last year by the syndicate which resold it last week.

Mr. Guterma said that Mutual was already negotiating for both radio and television stations in five of the nation's top markets and holds options on some. He would not identify the stations.

Mutual also intends to beef up its network operation, according to Mr. Guterma. Its long-range objective is to acquire 1,000 affiliates. Financial support is assured by the diversion of advertising budgets from the Jacobs complex into Mutual billings.

Jacobs and its subsidiaries make consumer products ranging from lace to plastic shower curtains to hi-fi phonographs (the last manufactured by Symphonic Electronics Corp., New Brunswick, N. J., which Jacobs bought early this year). "Naturally our radio advertising will be placed on Mutual," said Mr. Guterma.

He figured that Mutual would receive advertising billings of about 2½% of the Jacobs companies' gross sales, which will amount to some $75 million for the fiscal year ending July 31, 1959. If his estimates prove correct, Mutual stands to take in roughly $1.8 million a year from associated companies.

Mutual's expansion program fits in with sweeping plans announced last month by Hal Roach Jr., president of Hal Roach Studios, after their acquisition by Scranton Corp.

At that time Mr. Roach said the studios had set a $15 million production schedule of six television series and 20 feature films and were planning the formation of a national releasing organization for both tv and theatrical films, the financing of outside productions and entry "into any phase of the entertainment business in which we feel we can be successful" [FILM, Aug. 25].

Mr. Roach, whose studios were bought for a reported $15.5 million by the Scranton Corp., was named board chairman of Mutual upon its acquisition by Hal Roach Studios last week. Mr. Guterma became Mutual's president.

Dr. Armand Hammer, principal of the syndicate which sold the network last week, will serve on the Mutual board under the new ownership and, in addition, has a five-year contract to act as a consultant.

His associates in the syndicate, H. M. Halper, president of Halper Construction Co., Los Angeles, and Roy Roberts, independent oil operator of Ojai, Calif., divested themselves of all their Mutual interests upon the sale.

Several members of the management team which has operated Mutual under Dr. Hammer (who was president and board chairman) will stay on, according to Dr. Hammer. He listed them as Blair Walliser,

MUTUAL'S NEW BOSSES

A. L. GUTERMA

HAL ROACH JR.

Mr. Guterma became president of MBS last week and Mr. Roach chairman. Here's how: Mr. Guterma is chairman of F. L. Jacobs Co., Detroit auto parts manufacturer, which is principal stockholder of Scranton Corp., lace manufacturer of Scranton, Pa., which three months ago bought Hal Roach Studios, which last week bought MBS.

executive vice president and general manager; Robert Hurleigh, head of the network's news operation and its Washington office; Lawrence Field, director of sales; William Ballard, in charge of marketing and research, and James Gladstone, assistant treasurer and comptroller.

Mr. Guterma confirmed the new owners' intentions to keep some key Mutual personnel. He added that the network's present news operations, its main strength, will be expanded. Walter Winchell will appear on the network's news schedule, and other name newsmen will be brought in.

Other plans include the development of programs aimed at the motoring audience and at teen-agers, Mr. Guterma said. Mutual is now negotiating with a star popular among teen-agers for a radio series and two motion pictures. Mr. Guterma denied that Mutual had any plans to go heavily into rock and roll musical programming.

The new owners are putting one of their own men into Mutual as a specialist in business management. He is Garland L. Culpepper, vice president of the Scranton Corp. and business associate of Mr. Guterma. He was elected a vice president of the network.

Elected to the Mutual board were three other Guterma associates: Murray D. VanWagonner, of Detroit, who is also on the boards of the F. L. Jacobs Co., several Detroit banks, Avis-Ford Inc. and Avis Rent-A-Car; Joseph Gordon, of Detroit, who is on the boards of the Jacobs company and Scranton Corp., and Robert J. Eveleigh, of New York, who is on the boards of Jacobs and Scranton.

Mr. Guterma declined last week to discuss the terms of the Mutual purchase beyond saying the price was over $2 million. Reportedly part of it was cash and part stock. Conceivably some of it was in the form of Dr. Hammer's five-year consultant's contract. The buyers acquired "100% of the stock of Mutual and all outstanding bonds," Mr. Guterma said.

He added that his organization had bought the network because it was a "money making investment."

Dr. Hammer, at the same news conference last week, reported that when he and his associates bought Mutual last year [NETWORKS, July 29, 1957], the books showed a loss of $700,000 for the first seven months of that year.

"But for the previous 10 years, Mutual's earnings had averaged better than $1 million a year," Dr. Hammer said, "and we felt we could put it back on the road to recovery."

The network broke even in the last five months of 1957, Dr. Hammer reported, was hit by the business recession in the early part of 1958, but "four months ago, when I took over active management, Mutual went back into the black and today it is in as good financial shape as any time in its history."

Dr. Hammer said he decided to withdraw as president, board chairman and stockholder of Mutual because of his desire to live in Southern California and attend to the business of the Occidental Petroleum Co., of California, of which he is president.

Market Note: F. L. Jacobs Co., parent of the string of subsidiaries which wound up with Mutual on the end last week, is listed on the New York Stock Exchange. Last Thursday, the day the acquisition of Mutual was announced, Jacobs stock opened at 8¼ and closed at 8⅜—the high for the year. The lowest price at which Jacobs shares have been listed in 1958 was 4¾.

CHANGING HANDS

Last week's sale of the 24-year-old Mutual Broadcasting System marks the third change of control since October 1951.

Established in October 1934 on a new principle—mutual program exchanges among independent stations—Mutual grew from four stations into the "world's largest network" with 574 affiliates at its peak in 1954.

The original MBS was owned by its member stations: WOR New York, WLW Cincinnati, WGN Chicago, and WXYZ Detroit. The list of stockholders grew steadily until 1941, when nine stockholding stations and networks, including WOR, WGN, CKLW Detroit-Windsor, WFBR Baltimore, WIP Philadelphia, WCAE Pittsburgh, the Don Lee Network, and the Yankee and Colonial Networks, participated equally in underwriting and management of MBS.

In 1943, a tire manufacturer began a nine-year march toward gaining control. It was then that General Tire & Rubber Co. purchased the Yankee and Colonial networks and thereby became owner of 13½ shares of Mutual stock. In 1950, the Don Lee Network and 38% of Mutual became General Tire property when General acquired control of the West Coast network for more than $12 million. MBS itself became a General Tire property in 1951 when WOR New York was purchased and combined with Don Lee and Yankee networks into General Teleradio, giving the company 58% of Mutual stock. General Teleradio gradually acquired all Mutual stock.

With the purchase of RKO Radio Pictures in 1955, General Teleradio became RKO Teleradio.

Two years later, in July 1957, for $550,000, the name, goodwill, assets, affiliations, sponsors and program contracts of Mutual became the property of Armand Hammer and Roy Roberts, California oil men, and H. M. Halper, a Los Angeles construction executive. At that time Paul Roberts, manager of a Los Angeles radio station, became operating head of Mutual. He later left the company and had no ownership at the time of its sale last week.

ADVERTISERS & AGENCIES

Pepsi peels half-million off bank roll for network radio saturation campaign

Pepsi-Cola Co., New York, wherever it may go from here, will have radio along, as many as 498 million commercial "minutes" through Christmas.

It is the soft drink company's expectation that its use of all four radio networks in a "saturation" buy that begins Wednesday (Sept. 17) should "reach and influence" more than 100 million people [AT DEADLINE, Sept. 8].

Pepsi, it was learned, is earmarking approximately $500,000 for the short-term network purchase, has ordered full station lineups on all networks and expects "regular network guarantees." Just what this will mean in clearances: "We hope to receive at least 80 to 85% on all the networks" say the Pepsi people.

For Pepsi-Cola this is another and extensive media phase in its continuing campaign to establish the soft drink as a family beverage. Pepsi people, hep to the new era, speak in terms of "prestige," of being "sociable" of "refreshing Pepsi."

This new era of "upgrading" the image of Pepsi-Cola in the public eye was ushered in by Alfred N. Steele, who left competitor Coca-Cola as vice president in charge of marketing seven years ago to head Pepsi. In July of 1955, Mr. Steele was elected chairman of the board and remained as the company's chief executive officer while Herbert L. Barnet was moved up to president. The two executives run the company in a team operation.

Mr. Steele's marketing concept was to kick Pepsi "upstairs" into the prestige-class, make it a family drink and have it poured in the living room not just in the kitchen. Struck from Pepsi-Cola's "image" were the cost and economy of the beverage (a holdover from leaner days), particularly as expressed in the "twice as much for a nickle, too" jingle.

Visual symbols were recreated. The new look was extended to its vending machines, its logo and to its cartons. After a vain attempt to erase the economy binge—lyrics were changed but the "heritage" of the Pepsi hits the spot and twice for a nickel lingered—the company developed a full-fledged prestige approach.

Premiered on radio and tv early this spring: The Pepsi "Refreshment Song." A

lyric ballad, the commercial has 25 words, runs like this:

"Be sociable, look smart
Keep up to date with Pepsi
Drink light, refreshing Pepsi
Stay young and fair and debonair
Be sociable, have a Pepsi!"

It is with this song that Pepsi will drench the network radio airwaves. The network schedule includes substantial participation on *Monitor* on NBC Radio on weekends; a 20 per week newscast participation on Mutual (Wednesday-Saturday); participations in a selection of CBS Radio programs Friday-Sunday, including such shows as *Galen Drake, Robert Q. Lewis, Gunsmoke, City Hospital* and still others; participations on ABC Radio newscasts Wednesday through Saturday.

A minimum of 1,000 stations will carry the Pepsi messages and some estimates place the number much higher, closer to 1,100.

Why network radio? Why this type of buy, which Pepsi itself characterized as "the greatest high-frequency 'spot' coverage ever undertaken by a single product in the history of radio?"

From Pepsi's advertising vice president John L. Soughan: "Radio, as a medium of entertainment and information, is undergoing an exciting, vital renaissance. People everywhere are rediscovering the pleasure of just relaxing and listening . . . [where] Pepsi belongs."

Pepsi-Cola's purpose, he says, is to expose the American people to the Pepsi "refreshment song." All four networks are being used, Mr. Soughan declares, because:

"We want this campaign to benefit all of our bottlers in the country and that's all the networks there are."

Pepsi owns 17 metropolitan bottling companies and another 540 bottlers are franchised throughout the country. The company, with the assistance of stations and the networks, is urging the bottlers to keep up the radio campaign by placing schedules on their local stations. Pepsi is prepared, through field representatives, to "provide every assistance to local Pepsi bottlers in order to help them reinforce the national campaign."

To generate excitement in this Pepsi four-network venture, Messrs. Steele, Barnet and Soughan and Vice President Richard H. Burgess appeared with network executives, comedians Bob and Ray and composer Hank Sylvern (who wrote the new song) in a special closed-circuit broadcast which originated in New York last Wednesday (Sept. 10). The program was aired to network affiliates with special meetings attended by bottlers.

The generating impulse for the special broadcast came from Kenyon & Eckardt, New York, Pepsi's agency that has worked very closely with its client on the radio network campaign.

K&E and client also are responsible for at least two outstanding "promotions" and media usage in recent years. These were (1) highly-touted "Pepsi Please" campaign in local radio and local tv, and (2) the sponsorship and promotional support of two specials in 1957, "Cinderella" (with Shulton) on CBS-TV in the spring and on Thanksgiving Eve, "Annie Get Your Gun" (with Pontiac) on NBC-TV. Pepsi-Cola claims it captured 73 million viewers with "Cinderella" and 66 million with "Annie."

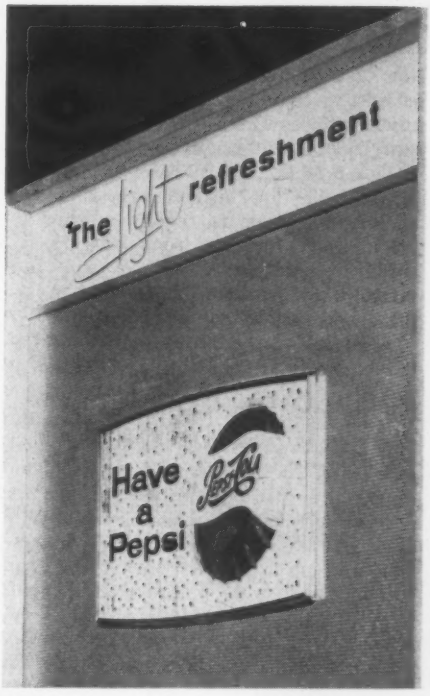
Pepsi apparently hasn't forgotten its "successes" with spectaculars and in fact, currently is considering at least one "family-type" spectacular that it will invest in this tv season. Of its CBS-TV and NBC-TV buys, Pepsi states: "In size, these two audiences equalled the combined audiences for nine weeks of a good half-hour network show. In prestige, they had no rivals."

The "Pepsi Please" promotion was extensively aired in radio and tv contests pioneered in San Diego, Calif., and Muncie, Ind., two years ago and since turned over to local bottlers for promotion in individual areas. It still is gaining popularity and friends, according to the soft drink firm.

Coca-Cola Co. some seven years ago when Mr. Steele strode to P-C's helm was entrenched leader of the soft drink field, leading Pepsi in sales by an estimated 5 to 1. That edge has been filed down so that today, the ratio has been reduced to about 2 to 1 (it was a little more than 2 to 1 a year ago). Still in sight—believe the Pepsi people—the day when the two colas will compete as equals.

Pepsi, which only has limited funds for advertising (though K & E will recommend a boosted budget for 1959) places great reliance on co-op funds. It feels that with a relatively moderate expenditure of a half million dollars it can make a big splash in network radio, stimulate and point the way ahead for bottlers—"We hope to get 2 for our 1," notes one official.

Others in the Pepsi organization are more specific about the choice of network radio



THE LIGHT LOOK, *here exemplified in the design of a Pepsi-Cola vending machine.*

—and so much of it bought in one batch.

Pepsi-Cola corporately is vigorous. Its gross profit on sales last year went up to more than $85.5 million, more than $15 million above the year before. It spent an estimated $13 million-plus in advertising, newspapers and spot tv each getting the greatest share—about $3 million apiece. Network tv got less than $500,000.

Coca-Cola Co., which had some $300 million in sales last year, had a net profit in 1957 of close to $30 million, and spends more in advertising than Pepsi-Cola.

Billings Outlook Stays Strong, Agencies Say in AAAA Survey

An optimistic picture was painted last week by the American Assn. of Advertising Agencies on the billing health of U. S. agencies handling three-fourths of all national advertising.

A final report on a questionnaire sent out by the association to 335 members and returned by 225 agencies corroborates the findings of an AAAA preliminary report released last month [ADVERTISERS & AGENCIES, Aug. 11]. The final report shows that in comparison with the corresponding period of 1957, 118 agencies were ahead for the first six months of 1958 (ranging from 0.5% to 131%) 81 agencies were down (from 1% to 60%; 30 agencies were "the same" and one did not answer.

Asked for a projection of business for the second half of 1958 as compared with the corresponding period of 1957, 100 agencies replied that volume would increase from 1% to 125%; 61 estimated it would decrease from 1% to 50%; 61 indicated it would remain "the same" and three did not answer.

AAAA reported that by size groups there were "no significant differences" from the general pattern.

Geographically, all regions showed more

THREE TOP VOICES *in Pepsi's advertising strategy (l to r): Board Chairman Alfred Steele, President Herbert Barnet, advertising vice president John Soughan.*

"ups" than "downs" for both six months' periods, except the east central region, which includes Detroit, Cleveland, Cincinnati, Dayton, Pittsburgh and other Michigan and Ohio cities. There the "downs" exceeded the "ups" in both periods, whereas in the preliminary report a "standoff" was indicated for the second half.

The western region, AAAA said, continues to be "the most optimistic about the future, predicting by more than three to one that billing will be up during the second half year.

Peripatetic Bon Ami Flees Weiss & Geller

Bon Ami Co., New York, last week found itself "represented" by two advertising agencies, but claimed only one. The household cleanser firm—which claims 99% of its expenditures are in broadcast media—has had a multi-agency track record over the past decade, starting with McCann-Erickson, switching to BBDO, thence to Norman, Craig & Kummel and from there to Erwin Wasey, Ruthrauff & Ryan. In January this year, it picked Kastor, Farrell, Chesley & Clifford as agency for seven new products, none of which have reached the market; in February, it left both EWR&R and KFC&C for Weiss & Geller. On Wednesday, it confirmed that it had yanked its business from W&G the day before, handing the account to Cole, Fischer & Rogow, New York and Beverly Hills.

But Weiss & Geller would not give up easily. Its executives insisted that the 15-month long service contract signed in February did not contain any cancellation clauses and that so far as it was concerned, it would continue to service Bon Ami until next May. Bon Ami advertising manager John J. Shaw had "no comment."

Compounding the confusion was the fact that Bon Ami's principal advertising lies the way of barter and that certain commitments made in that line are not due to expire for some time to come. The new agency indicated they would honor these commitments but would not specify. Nor would the agency discuss the matter of commissions.

Arthur A. Fischer, president of the new agency, said Thursday that Cole, Fischer & Rogow would be doing "authorized cash buying" Sept. 29, but admitted he had already purchased $4,000 worth of time on WRCA-TV New York. He indicated that cash purchasing would take a more prominent role in Bon Ami's timebuying than before, but declined to spell out the amount that would be involved for the next year. Weiss & Geller, it was reported, has been spending only $20,000 in cash purchases, the rest in barter.

Bon Ami's entry into barter dates back to June 20, 1957, when Chathan Corp.—an organization said to have been set up by the cleanser firm—paid Guild Films Co., New York, "about" $1 million in exchange for tv time spots aggregating $1.25 million; on Aug. 21 that year, Bon Ami paid $1.15 million cash to Ichthayan Assoc. Inc., S. A., Panama City, promising an additional $173,000, for distribution-exhibition rights to 170 re-issued theatrical films. The films would not be shown in the U. S. or Canada. A week later, Bon Ami agreed to buy from Guild spots aggregating $6 million in value at end card rates over a five-year term for $3.6 million, and concurrently signed over to the Guild its "rights, title and interest" in Ichthayan Assoc. Bon Ami's annual report points out that the consideration was to credit the $1.15 million against the Guild contract. The remainder of $2.45 million was to be paid in monthly installments of $40,000, effective that Oct. 1.

Last Feb. 28, Guild and Bon Ami contracted again, this time canceling the Aug. 21 and 28 and substituting new terms. Some $197,000 spot time already delivered by Guild were not to be considered part of the June 21 pact; (2) $1.25 million in spot time (end card rates) would become effective for a 52-week period commencing March 17. Other new contract clauses covered method of payment to Guild.

Officials at the new agency indicated that they would allow the barter deals made by W&G to run to expiration, indicating some might be renewed. Some 40-50 barter mar-

Manhattan counting on Kaye downbeat for fast crescendo in new shirt sales

Can a downbeat bring an upbeat?

Manhattan Shirt Co., New York, hopes it will. So does the broadcasting business which may see in Manhattan's strategy a means to break down traditional soft-goods industry resistance to big scale broadcast sponsorship.

The downbeat—of Sammy Kaye's theme "Sunday Serenade"—will introduce *Music From Manhattan* on 95 ABC-TV affiliates this Saturday (Sept. 20) at 10 p.m. EDT. The upbeat, hopes the sponsor, will be in shirt sales.

Manhattan has been in business for 101 years. Traditionally a magazine advertiser, it's used broadcasting only once before, and that was for three weeks last December on WFAA-TV Dallas to test a total of 60 spots. So convinced of tv's impact that it's willing to jump into network tv untried, Manhattan is curtailing magazine expenditures "by a considerable amount" and more than doubling its established fiscal year ad budget of $1.5 million. About $2.5 million will be spent on the ABC-TV show and another $500,000 for point-of-sale exploitation.

Manhattan wants to sell a brand-new concept in men's furnishings—a guaranteed wrinkle-resistant shirt that can be machine washed-and-dried and still outlast regular shirts. Manhattan also seeks to shatter a long-cherished soft-goods industry feeling that tv's okay, but only in small, low-budget doses. "This may be true if all you're selling is style and quality," says Manhattan advertising director John M. Weiler, "but when you're selling style plus quality plus a demonstrable feature, tv is the only medium."

Manhattan has wanted to get on tv now "for several years." But up to this time, it's never had a product with that "demonstrable quality." Nor did it have a product "priced right" for mass audience appeal. Now it has the "Mansmooth" line of shirts—100% cotton, laboratory-tested and granted a seal of approval by *Good Housekeeping*, U. S. Testing Co. and American Institute of Laundering. It sells for $5-5.95. It's been proved "machine resistant" by the Maytag Co. and Maytag is telling its customers just that in a series of print media ads prepared jointly by Leo Burnett Co. (Maytag) and Peck Adv. (Manhattan).

Why did Manhattan bet the shirt on its back by committing itself for 52 weeks in network tv [ADVERTISERS & AGENCIES, July 28]? What does it hope to get out of it? How?

Back in 1895 Manhattan "revolutionized" men's furnishings by introducing madras sports shirt. For the past five years it has been working on wrinkle-free products. Its big seller in wash-and-wear has been the $6.95 "Docoma" shirt (65% dacron, 35% cotton) which was too high priced for tv mass consumption, so Manhattan stuck to selected consumer publications such as *Time*.

Finally, it perfected Mansmooth which has more than its share of features for tv to demonstrate: (a) A secret "molecular memory" process eliminates the need for ironing, makes shirt wrinkle-resistant (see storyboard); (b) It has convertible cuffs, one may wear them either French or barrel style; (c) Its permanent "Manstay" collar stay does not have to be removed, will survive the roughest tumble washes; (d) It comes individually sealed, laundry-fresh, in a polyethylene bag, insuring clean merchandise; (e) Each shirt comes with a plastic hanger to discourage use of rust-prone metal hangers. The stress will be on point (a).

While Mansmooth through Peck Adv. will be pushed hardest, a second agency—Daniel & Charles Adv., New York—will participate on behalf of the "Lady Manhattan" line but is not expected to share with Peck in talent commissions. Still uncertain as of last week: whether Manhattan will also use the series to promote its full complement of shirts, shorts, T-shirts, neckties, swim trunks, bathrobes, etc.

The idea for selling shirts with what some call "schmaltz" originated—strangely enough—with the agency that perfected the tv jazz show as a sales medium for Timex watches. Peck board chairman Sidney Garfield, who conceived the series with radio-tv vice president Sylvan Taplinger, further believed that the ABC-TV 9-10 p.m. "lead-in" by Lawrence Welk would be of enormous help to Manhattan in securing a large audience.

On paper, Manhattan will be spending about $55,000 per show ($40,000 time and talent, the balance in "marginal costs" such as advertising and exploitation). These figures, supplied by unofficial ABC sources, do not account for network frequency discounts. While Manhattan won't allocate co-op department store funds, it hopes the deal-

ers will take advantage of the free minute and 20-second spot films and 8-second ID's and slides its agency has prepared and slot them locally adjacent to the Kaye programs. Says Mr. Weiler: "If they do, it might very well set a trend for others to follow."

But Manhattan knows that actual sponsorship is only half the battle. "You can buy a Coke or a pack of Camels anywhere without having to walk a mile," says Mr. Weiler, "but finding Manhattan shirts isn't that easy a proposition. We have to tell our viewers where to find them." Helping the sponsor: Western Union Operator 25, who will be invoked at the end of each show.

"This still isn't enough," points out Manhattan's Mr. Weiler. He acknowledges "the tremendous prestige factor of network tv" to a field salesman, "but we can't rest secure on the assurance that he knows we're giving him 'moral support.' We've got to make them sell harder than ever before."

To do so, the sponsor, the agency, the network and the sponsor's public relations counsel—Milton Maybruck Assoc.—got together early in the summer and assembled a promotion arsenal. This is how it worked:

• Manhattan Shirt Co.: Provided its sales people with a complete list of station executives with whom they are to work out local advertising tie-ins, preferably paid-for tv spots; sold to dealers and merchants at cost a big self-contained wash-and-wear display unit manufactured by Stensgaard Assoc. (designer) which it suggested be installed in stores as W&W "departments." President Sylvan Geismar telegraphed a pep talk to every salesman and closed with this twist, "DON'T STOP"

• Peck Adv. Agency: Prepared all the tv commercials and other promotional material including the suggestion to "get further mileage out of this promotion by turning your [store] window into a gigantic tv set . . . to show off your Manhattan wash-and-wear merchandise"; took out trade ads in apparel and soft goods journals alerting the trade to "the biggest tv project ever attempted by a branded men's wear manufacturer."

• ABC-TV: Advertising-Promotion Manager Dean D. Linger, coordinating with Sales Vice President William P. Mullen, contacted affiliate station managers, cross-filing the Manhattan list of station people with a similar list—this one containing Manhattan sales people on the dealer level. It prepared a special kit containing a letter from Mr. Weiler asking for "any and all promotional ideas," live tv promotion copy, d. j. "fact sheets," newspaper mats, biographies and the routine publicity handouts —which after having been mailed to affiliates also was sent to Manhattan dealers by the sponsor; likewise, the Manhattan kit went to ABC-TV station executives. This contained sample rough commercial storyboards and other "booster" material. ABC-TV also set up a number of regional meetings with station executives to elicit their cooperation.

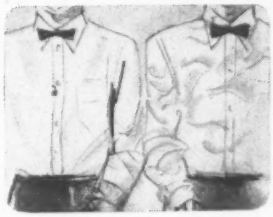
• Maybruck Assoc.: Worked over the "prestige angle" for Sammy Kaye, sent out personally autographed pictures plus "personally signed" letters by Mr. Kaye to men's wear buyers in which the bandleader said he hoped he could meet the buyer in person at such time he and the band were touring that city.

Other promotions are in the works to perpetuate the impact beyond initial ballyhoo. One of them, now under discussion, would team Manhattan (on a cash basis) with CBS Inc.'s Columbia Records Div., for whom Mr. Kaye records.

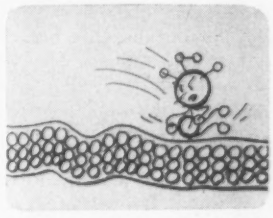
Manhattan today is one of the Big Three in shirt manufacturing. With average annual sales of $35 million, Manhattan is nipping at the heels of Cluett, Peabody & Co. (Arrow brand) and is leading Phillips-Jones Corp. (Van Heusen brand). Both Arrow and Van Heusen have tried network tv, but only for short periods. Arrow at one time participated on NBC-TV's *Today*, Van Heusen in NBC-TV's *Suspicion*, but neither has made half as impressive a buy as Manhattan. Manhattan knows this and is banking on just this vacuum in which to edge up—"and fast"—to Cluett, Peabody. In fact, Manhattan thinks networking will put some teeth into its slogan—"For the man of the world—the world over."

MANHATTAN'S 'MOLECULAR MEMORY' COMMERCIAL FOR TV

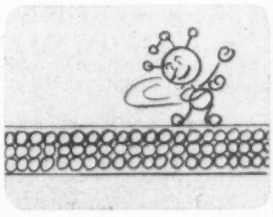
Now, ladies and gentlemen, we asked Joe to wear this ordinary cotton shirt all during rehearsal and for this performance. In the same length of time I have been wearing a Manhattan Mansmooth, the famous 100% cotton shirt that needs no ironing.



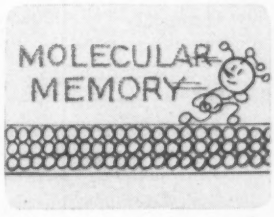
Just look at how wrinkled Joe's shirt is and note how smooth and neat my Manhattan Mansmooth is. Well, the difference is due to MOLECULAR MEMORY. Yes, only Manhattan Mansmooth has Molecular Memory and here's how it works.



Here are the molecules in a yarn from an ordinary cotton shirt. When twisted, these uncontrolled molecules from wrinkles that can only be pressed out with a hot iron.



This yarn from a Manhattan Mansmooth No-Iron cotton shirt has exclusive Molecular Memory . . . building "come-back" or memory into the molecules.



When twisted, these molecules are displaced only temporarily. With Molecular Memory they smooth back quickly. The shirt itself resists wrinkles.

As a result, Manhattan Mansmooth not only needs no ironing after washing, but stays fresh and unwrinkled all day . . . thanks to Molecular Memory.

kets are presently running Bon Ami spots. Cash markets to be lined up will probably exceed 30 and some will overlap with barter markets. Mr. Fischer declared that "we don't frown on barter . . . but we have a great deal of faith in the future of radio and television."

Cole, Fischer & Rogow's principal radio account up to a year or two ago was North American Airlines, non-scheduled airline put out of business by CAB regulation. Mr. Fischer recalls the airline's business "was built on radio announcements." Other radio accounts at CF&R are Santa Fe Wine Div., DiGiorgio Wine Co., Los Angeles, and the J. J. Newberry five-and-dime chain.

In the summer of 1957, United Dye & Chemical Co. sold its interest in Bon Ami to then-President Virgil D. Dardi and Executive Vice President-Treasurer Harry S. Adams. About two months ago, control of Bon Ami was acquired by R. Paul Weesner and Emil Morosini, two directors of the old company, under the new parent company name of Commercial International Corp. Mr. Dardi thereupon retired along with Mr. Adams, who died a fortnight ago.

Several months before Messrs. Weesner and Morosini took over, a group of stockholders filed suit in federal court at New York against both Bon Ami and United Dye, charging that the films bought from Ichthayan were worth "less than $100,000," and that Guild Films was overpaid for the tv spots. The suit seeks to have the contracts rescinded and to recover the difference between the real market value of the films and the amount paid and the same for tv spots.

TWO DRAFT MERGER, ONE SPLITS

- **Calkins & Holden, Burke Dowling Adams due to combine**
- **Sackheim executives leave with broadcast accounts**

Agency mergers are on the rise—and so are estrangements.

Latest box-score on grey flannel marriages and divorces:

• "Engagement" to merge between the $16 million Calkins & Holden agency of New York-Chicago-Seattle-Los Angeles, and the $8.5 million Burke Dowling Adams Inc. of New York-Atlanta-Los Angeles.

• Separation of key officials at Maxwell B. Sackheim Co., New York, and subsequent formation of two new advertising agencies.

The Calkins & Holden-Burke Dowling Adams banns were posted last week with the confirmation by officials that the marriage, creating an agency billing in excess of $24 million, would take place just "as soon as several details are worked out." Understood to be one detail: how to solve an apparent conflict of client interests between Savage Arms Corp., Chicopee Falls, Mass. (a Calkins & Holden account) and Colt's Patent Fire Arms Mfg. Co. (a Burke Dowling Adams client).

Another possible area of client conflict was to be resolved last week. Two top Calkins & Holden executives—President Paul R. Smith and Vice Chairman Mike Carlock—were in Seattle for discussions with Boeing Airplane Co., a major C&H account. Burke Dowling Adams' principal client is Curtiss-Wright Corp., Wood-Ridge, N. J., manufacturer of airplane components.

At the Sackheim agency, the exit of five key officials has left that shop practically without any radio-tv billing. Joe Gans, vice president of radio-tv at Sackheim, has resigned to set up his own radio-tv agency, Joe Gans & Co., with offices at 551 Fifth Ave. (Murray Hill 7-8240). He is joined by timebuyer Dolores Rosenblatt, also a Sackheim veteran.

At the same time, formation of a new agency was announced by Lester Wunderman, former executive vice president of the Sackheim company. Mr. Wunderman and three associates have set up Wunderman, Ricotta & Kline Inc., with offices at 345 Madison Ave. (Oregon 9-5522). Mr. Wunderman is joined by his brother Irving, former Sackheim vice president and copy chief, named vice president, copy chief and secretary of WR&K; Edwin Ricotta, former vice president-art director at Sackheim, who keeps these titles and adds the duties of treasurer, and Harry Kline, former Sackheim vice president-account supervisor, who continues in similar post at WR&K.

It's reported (but unconfirmed) that Mr. Gans has taken with him the Time Inc. circulation-building account for *Time* magazine. Broadcast media-using clients following the Messrs. Wunderman, Ricotta and Kline: CBS Inc.'s Columbia Records Club, Jackson & Perkins (rose grower), Alexander Hamilton Institute and Facts On File Inc.

While WR&K has not yet set up a radio-tv department, it was understood that it will retain Mr. Gans' organization on an "outside basis." Mr. Gans is a specialist in "mail order broadcasting" [ADVERTISERS & AGENCIES, June 30]. Initial billings at WR&K are estimated at about $1.5 million, although the agency would not discuss its present billing structure.

Max Sackheim, president of the agency bearing his name, would not comment on the walk-out. It was learned that for the time being, Philip Lane, a recent addition to Sackheim and formerly with the New York office of North Adv., would take over the Sackheim firm's activity in radio and television.

The pending C&H-BDA tie-up involves agencies that have experienced set-backs over the past 18 months, the principal loss being felt at C&H early in 1957 with the walk-out of then-president Harold L. (Hay) McClinton and with him, business amounting to $10 million. Mr. McClinton, joined by a phalanx of C&H executives and the $9 million Prudential Insurance Co. of America and $1 million Berlitz Schools of Languages accounts, teamed up with Charles Dallas Reach to form Reach, McClinton & Co. (the outgrowth of Reach, Yates & Mattoon, whose principal account was, and still is, International Latex Corp.). But C&H bolstered its billing this past summer when it absorbed the $4 million Seklemian & North agency. The BDA merger would put it ahead of the billing point reached during its Prudential heyday.

Burke Dowling Adams Inc., which experienced a bull market last year by inheriting the $5 million Studebaker-Packard Corp. from Benton & Bowles (as well as a brace of clients from the now-defunct Robert W. Orr & Assoc.), this summer surrendered the auto account to D'Arcy Adv. after the car maker terminated its management contract with Curtiss-Wright Corp. [ADVERTISERS & AGENCIES, Aug. 4].

In other precincts, there still was no word on the status of the expected Lennen & Newell and Buchanan & Co. merger [AT DEADLINE, Aug. 25]. L&N, which will be billing $40 million in tv-radio next year as a result of its recent marriage with C. L. Miller Co. and the broadcast-heavy Corn Products Refining Co. account, would not comment, nor would Buchanan executives amplify their "we still have nothing to say."

L&M Using 'Piper' To Plug All Products

All the Liggett & Myers products and all the tv shows which the tobacco company will use this fall-winter season to advertise them will be promoted in a special tv program, *The Pied Piper,* to be televised in color (and black-and-white) on NBC-TV tomorrow evening (Sept. 16) at 7:30-9 p.m. EDT.

Eddie Fisher, whose own program for Chesterfield (and RCA and RCA-Whirlpool) alternates with George Gobel's show for L&M on NBC-TV, Tuesday, 8-9 p.m. (starting Sept. 23 for Gobel and Sept. 30 for Fisher), will open the *Pied Piper* telecast. He will get in plugs for these programs, as well as for *Brains & Brawn,* for L&M and Oasis, which started on NBC-TV Saturday (Sept. 13) 10:30-11 p.m.

Ed Wynn, whose *Ed Wynn Show* for Chesterfield (and Bulova) starts on NBC-TV Thursday, Sept. 25, 8-8:30 p.m.; Dean Fredericks, who plays Steve Canyon on that NBC-TV series (also for Chesterfield, which began Saturday 9-9:30 p.m.), and James Arness, Matt Dillon of *Gunsmoke* (which began a new season Saturday on CBS-TV for L&M [and Remington Rand], 10-10:30 p.m.), will appear for their programs and products via commercials especially filmed for the special kick-off telecast. *Behind Closed Doors,* on NBC-TV, Thurs., 9-9:30 p.m. starting Oct. 2 for L&M (and Whitehall Pharmaceutical), was not in pro-

EXECUTIVES of Reynolds Metals Co. throughout the country were oriented on 1958-59 advertising plans via ABC-TV closed circuit Sept. 9. They witnessed a demonstration by golf pro Tom Bolt (shown with company sales vice president David P. Reynolds) who will appear on the Reynolds-sponsored ABC-TV series, *All Star Golf* (Sat., 5-6 p.m.). They also were addressed by (l to r) J. Louis Reynolds, executive vice president, David P. Reynolds and President Richard S. Reynolds Jr. The show originated principally from Reynolds' Richmond, Va., headquarters, with inserts from New York and Hollywood.

Announcing

RADIO'S FIRST COMPLETE FULLY AUTOMATIC BROADCASTING SERVICE

Programming • Equipment • Commercial Injection

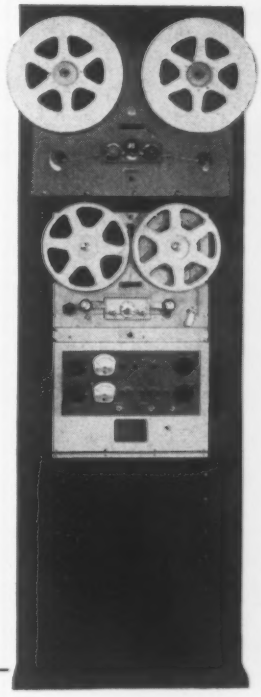
Just a push of the GOLDEN button operates your station automatically up to 24 hours for round-the-clock savings and profits

AUTOMATION COMES TO RADIO! Now, for the first time you can broadcast up to 24 hours a day of unique musical programming *automatically* – including automatic interjection of your own pre-recorded commercials, public service announcements, and local programs. This electronic miracle is PROGRAMATIC, the first complete fully automatic radio broadcasting service. It makes available – to one broadcaster *only* in each radio market – music programming of the widest possible adult appeal, plus revolutionary opportunities for savings in manpower and operating costs.

AN IMPORTANT NEW SOURCE OF REVENUE FOR BROADCASTERS. For top-rated AM stations with established disc-jockey shows, PROGRAMATIC furnishes adult music at low cost during hours when teen-age tune-ins are slight. Other AM stations who can't compete with the big disc-jockey or network shows can capture the big adult potential the competition isn't "reaching." AM/FM stations can reach *two* markets, by broadcasting entirely separate FM programming at little extra cost. *Any* station can increase profits by switching to self-operating PROGRAMATIC during marginal or unused all-night hours.

MUSIC BASED ON 27 YEARS OF PROGRAMMING. PROGRAMATIC has obtained the exclusive services of one of the pioneers in music programming and automatic equipment, with a reservoir of 10,000 recorded musical favorites. PROGRAMATIC music is based on extensive surveys of the likes and dislikes of radio's "biggest untapped audience." No rock and roll. No "screaming" vocals. No spoken words. Just smooth orchestral arrangements, with occasional tasteful vocals.

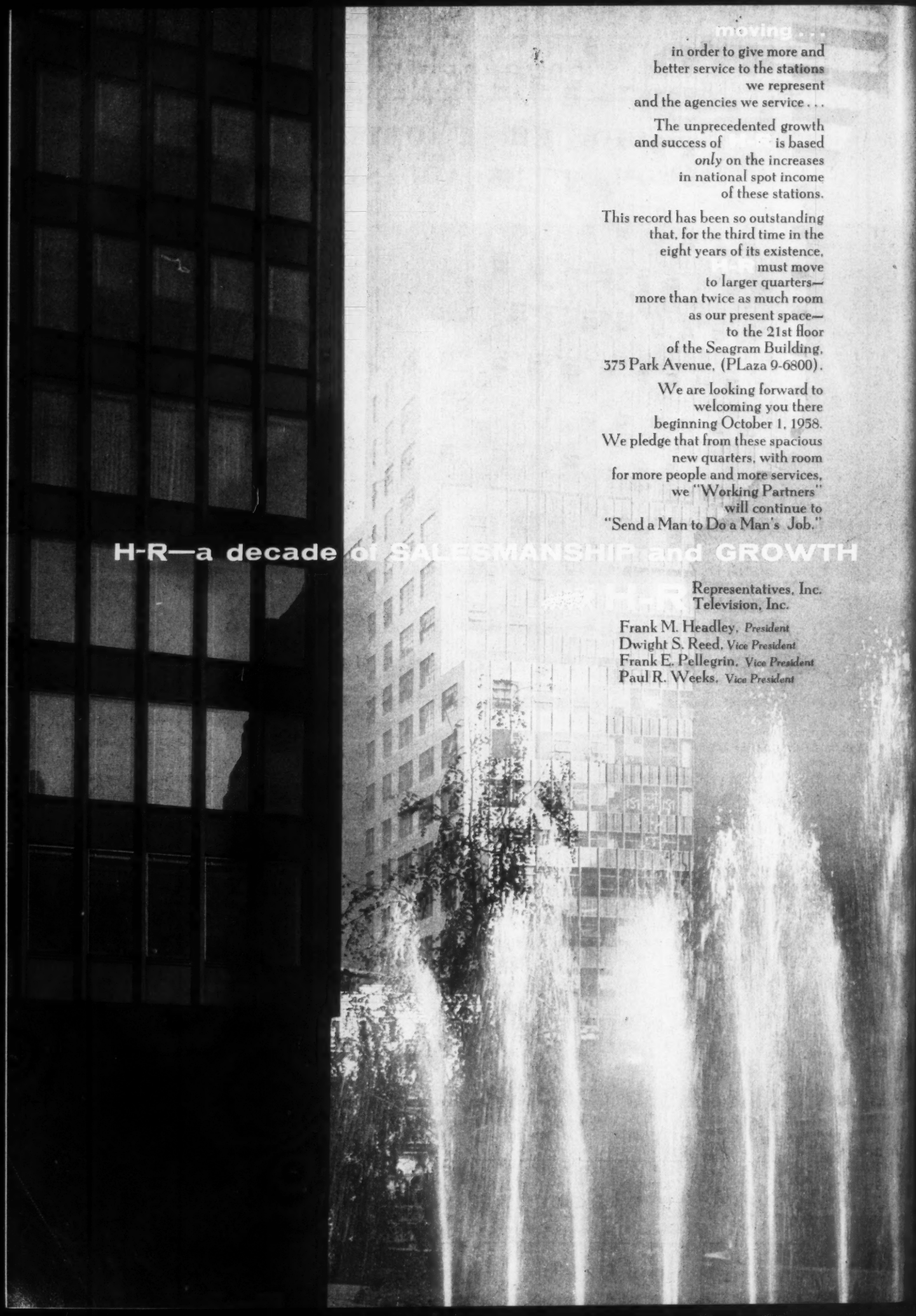
COMPLETELY AUTOMATIC. Each 8-hour program unit is divided into quarter-hours containing exactly 13 minutes of music and 2 minutes for commercial time. Accurate to within 2 seconds per 8-hour run. PROGRAMATIC switches back and forth between commercial playback and program playback mechanisms *automatically*. Completely flexible – change at any time to manual override.



AUDITION – DEMONSTRATION. See Programatic at NAB regional meetings. Programatic Broadcasting Service (Muzak Corporation Hospitality Suites) Oklahoma City, Sept. 22-23; San Francisco, Sept. 29-30; Milwaukee, Oct. 13-14; Boston, Oct. 20-21; Washington, D. C., Oct. 27-28.

Programatic BROADCASTING SERVICE, INC.

229 Fourth Avenue, New York 3, N.Y. • ORegon 4-7400


moving . . .
in order to give more and
better service to the stations
we represent
and the agencies we service . . .
The unprecedented growth
and success of is based
only on the increases
in national spot income
of these stations.
This record has been so outstanding
that, for the third time in the
eight years of its existence,
must move
to larger quarters—
more than twice as much room
as our present space—
to the 21st floor
of the Seagram Building,
375 Park Avenue, (PLaza 9-6800).
We are looking forward to
welcoming you there
beginning October 1, 1958.
We pledge that from these spacious
new quarters, with room
for more people and more services,
we "Working Partners"
will continue to
"Send a Man to Do a Man's Job."
H-R—a decade of SALESMANSHIP and GROWTH
Representatives, Inc.
Television, Inc.
Frank M. Headley, *President*
Dwight S. Reed, *Vice President*
Frank E. Pellegrin, *Vice President*
Paul R. Weeks, *Vice President*

duction when the special commercials were made and so will get no film promotion on tomorrow's show. Finally, there will be a plug for Velvet pipe tobacco, although this product is not regularly advertised on television.

Tomorrow's telecast marks the second time *The Pied Piper* has been shown on tv, its second time in color on NBC-TV and its second appearance for Liggett & Myers. The first time was Nov. 24, 1957, the Tuesday of Thanksgiving week, when the musical version of the classic folk legend first presented the Christmas gift packages of the sponsor's various cigarettes. At that time, in addition to the $300,000 which was paid to Hal Stanley, who produced the 90-minute color film program at California National Studios, for that telecast, Liggett & Myers added another $50,000 for an option for a second telecast at a cost of $100,000.

McCann-Erickson, agency for Chesterfield and Oasis, in charge of both showings of *The Pied Piper*, estimates that the second 90-minute telecast will cost the sponsor about $125,000 more than one of its regular Tuesday night Gobel or Fisher programs, including the cost of the extra half-hour on the network, the $100,000 for rerun rights and the making and editing of the special commercials by the various stars of the other Liggett & Myers tv shows. Dancer-Fitzgerald-Sample, agency for L&M, handled production of the special commercials for the programs advertising this brand of cigarettes.

Following tomorrow's telecast, all rights to the film revert to Mr. Stanley. He puts the cost of its production at $650,000. The $250,000 he still has tied up in the production after receiving $400,000 from Liggett & Myers for the two NBC-TV telecasts, he hopes to recoup through exhibition in Europe, either in motion picture theatres or on tv.

PAYOFF

A CHRONICLE OF COMMERCIAL PERFORMANCE

BANK MOVE PROMOTED • Mark Schreiber Adv. Inc., Denver, Colo., spent approximately $17,500 within three weeks for The First National Bank of Denver to promote the opening of its First National Bank Bldg. there. More than 1,200 radio and nearly 300 tv spots were bought on 16 local radio and the four commercial tv stations to announce the Aug. 3 open house at the new 28-story building. On that day about 12,000 people toured the bank.

A dedication show, that gave a visual history of the bank back to 1860, was telecast over the Denver tv outlets, Colorado Springs, Pueblo, Cheyenne (Wyo.) and Scottsbluff (Neb.). It also was heard on two Denver radio stations.

MONOPOLY PAYS OFF • *Muskoka Monopoly*, an audience participation game on CKAR Huntsville, Ontario, has elicited many letters of gratitude from satisfied sponsors of the game. The Huntsville Trading Co., for instance wrote in to say it sold $750 worth of women's sweaters after two CKAR broadcasts; 27 boys sport shirts after only one mention.

GRACIAS RADIO • A special two-hour sale at the J. J. Newberry store in downtown Los Angeles attracted more than 1,500 Spanish speaking shoppers as a result of three 60-second spot announcements on the *Angel Lerma Show*, a fifteen-minute drama heard daily on KWKW Pasadena, Calif. Newberry's store manager told KWKW "the promotion was an outstanding success." KWKW programs 21 hours daily in Spanish.

WINNER: KHVH

A swap in d.j.'s between a Hawaiian and a mainland station had a happy result for KHVH Honolulu last week, which ended up getting an unexpected piece of Lever Bros. business.

When Lever wanted to introduce Stripe toothpaste to the islands this month, its international agency, National Export Adv. Service Inc., New York, sought availabilities on tv, billboards and in print—planning no radio. But last month, J. Akuhead Pupule, KHVH d.j., spent two weeks guesting on WINS New York as WINS' Jack Lacey basked in the Hawaiian sunshine and KHVH limelight. Lever and NEAS executives heard the Hawaiian on WINS, liked his approach, and promptly changed their minds.

Result: When Mr. Pupule returned to Honolulu last Monday, he had a three week Stripe radio campaign contract tucked in his luggage.

HUGH MOVES SHOES • A 50-year record for shoes sold was set at Carton's shoe store Coshocton, Ohio, through the marathon effort of d.j. Hugh Williams of WTNS there. Mr. Williams set up a mike in the window of the downtown store and threatened to stay on-air until every pair of shoes was purchased. The d.j. broadcast for 37½ consecutive hours.

Mary Ellen's Puts All Into Tv, Orders 5-City, 52 Weeks Series

Mary Ellen's Distributors (jams and jellies), Berkeley, Calif., is placing its entire 1958-59 advertising budget in television, sponsoring the *Treasure* half-hour program series for 52 weeks in five major western markets, starting Sept. 30. The budget is estimated at $300,000. The agency is Guild, Bascom & Bonfigli, San Francisco.

In announcing the sponsorship today (Sept. 15), Robert Whitehead, GB&B account supervisor, commented that the advertiser's investment marks "the first year-round advertising and promotion campaign devoted exclusively to the sales of jams and jellies on tv." He pointed out that the company previously has used various media, such as newspapers, radio and direct mail. Late in 1957, he continued, Mary Ellen's tested tv with sponsorship of a half-hour program, *Wonders of the World*, over KCOP-TV Los Angeles. The company attributed a 27.9% increase in sales in the Los Angeles area over the next several months to tv, Mr. Whitehead said, and decided to use the medium exclusively.

Mary Ellen's will sponsor *Treasure*, an adventure-documentary series, over KRON-TV Los Angeles, KCOP-TV Los Angeles, KSL-TV Salt Lake City, KLZ-TV Denver

COLORCASTING®

The Next 10 Days of Network Color Shows (all times EDT)

CBS-TV

Colorcasting schedule suspended for summer.

NBC-TV

Sept. 15-19, 22-24 (12:30-1 p.m.) *It Could Be You*, participating sponsors.

Sept. 15-19, 22-24 (2:30-3 p.m.) *Haggis Baggis*, participating sponsors.

Sept. 15, 22 (7:30-8 p.m.) *Haggis Baggis*, sustaining.

Sept. 16 (7:30-9 p.m.) *The Pied Piper of Hamelin*, Liggett & Myers through McCann-Erickson.

Sept. 17, 24 (9-10 p.m.) *Kraft Mystery Theatre*, Kraft Foods Co. through J. Walter Thompson.

Sept. 18 (7:30-8 p.m.) *Tic Tac Dough*, Warner-Lambert through Lennen & Newell and RCA-Victor through Kenyon & Eckhardt.

Sept. 18 (10-10:30 p.m.) *The Price Is Right*, Lever Bros. through J. Walter Thompson.

Sept. 20 (8-9 p.m.) *The Perry Como Show*, participating sponsors.

Sept. 21 (7:30-8 p.m.) *Northwest Passage*, sustaining.

Sept. 21 (8-9 p.m.) *The Steve Allen Show*, Greyhound through Grey, DuPont through BBDO and Polaroid through Doyle Dane Bernbach.

Sept. 21 (9-10 p.m.) *The Chevy Show*, through Campbell-Ewald.

Sept. 23 (8-9 p.m.) *The George Gobel Show*, RCA-Whirlpool through Kenyon & Eckhardt and Liggett & Myers through McCann-Erickson.

Sept. 24 (8:30-9 p.m.) *The Price Is Right*, Lever through J. Walter Thompson and Speidel through Norman, Craig & Kummel.

and KOOL-TV Phoenix. Copy for the Mary Ellen's commercials, created by GB&B projects an "English Image" of these products, based on the American public's high regard of English jams and jellies ("Mary Ellen's beat the bushes for the best bloomin' berries they can find . . . Mary Ellen's black raspberry jam is made with the juciest, jazziest, razziest black raspberries ever bloomed on a bloomin' berry bush . . .").

Snyder Stresses Simplicity For Tv Film Commercials

Simplicity is the key to "more economical production as well as more efficient communication" in tv film commercials, Kenneth C. T. Snyder, vice president and director of tv-radio commercial production for Needham, Louis & Brorby Inc., told the Chicago Copywriters Club earlier this month.

Mr. Snyder pointed out that live-action film commercials with people are generally higher-priced than those without, particularly in dramatic situation spots. "If you design live-action commercials in which on-camera acting is kept to a minimum, you will be helping, generally, to lower average, per-film-foot production costs," he reasoned. Mr. Snyder spoke Tuesday evening on "how to produce an exciting film commercial for peanuts."

Among other ways of achieving economy, Mr. Snyder noted, are process shots and matting techniques, model shots and miniatures and photographic still backgrounds. He mentioned several sources where music tracks could be obtained at low cost. Writers and producers were urged by Mr. Snyder to look to "film experimentalists" for fresh techniques for effective and economical expression of ideas in film."

THEY BUY SPOT PROGRAMS, TOO

One out of every five of spot radio's brand clients includes program sponsorships in its spot purchases, Radio Advertising Bureau reported last week in releasing a detailed study of spot program usage.

Described by RAB as the first such compilation ever available for advertisers and agencies generally, the study is based on buying in the second quarter of 1958 and deals with spot radio programs as distinguished from spot announcements.

The report lists the top 20 spot radio program sponsors, shows the lengths of programs preferred by the top 20 and by all spot program sponsors, and shows the number of top overall spot buyers who include programs in their budgets.

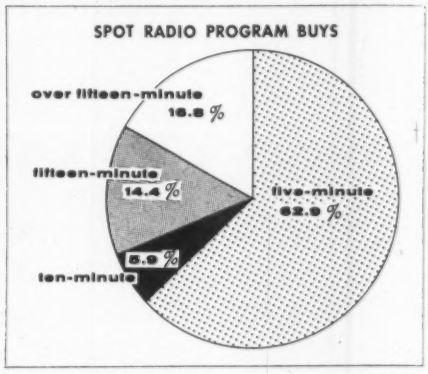
Lucky Lager Brewing Co., a San Francisco firm with distribution in western states, used more spot program time than any other advertiser in the second quarter of 1958, according to the RAB compilation.

Shell Oil was ranked No. 2, followed by Fruit Industries Inc. (Tropicana Juices), Scandinavian Airlines and the International Union of Electrical Workers (also see list).

The top 20 program users depended heavily on five-minute shows. Six out of ten (59.3%) of the programs bought by these advertisers were in that category. Quarter-hour programs were second in popularity, accounting for 18.5% of the time, and lengths of more than 15 minutes—mostly half-hours, RAB said—took third position with 16%. Ten-minute programs represented 6.2%.

The lengths favored by the top 20 followed generally the pattern for all spot program sponsors, which RAB broke down as follows:

Five-minute shows, 62.9%; 10-minute shows, 5.9%; quarter-hour shows, 14.4% and shows longer than 15 minutes, 16.8%. Comparing its program sponsor list with its top 30 overall spot users announced a few weeks ago [LEAD STORY, Aug. 11], RAB found that five of the top 20 program users are also among the leading buyers of spot radio as a whole. The five are Shell Oil, Ford Motor, Sterling Drug, Ralston Purina and Anheuser-Busch.



In all, 17 of the top 30 spot users included programs in their spot radio buying.

The basis of RAB's program measurement was the amount of program time each radio advertiser sponsored on a spot basis during the second quarter of this year (religious broadcast time was not counted). The information was compiled from a sample embracing one-third of radio's billings. RAB's list of the top 20 program sponsors in spot radio follows:

1. Lucky Lager Brewing Co.
2. Shell Oil Co.
3. Fruit Industries Inc.
4. Scandinavian Airlines System Inc.
5. International Union of Electrical Workers
6. United Auto Workers
7. Ford Motor Co.
8. Esso Standard Oil Co.
9. Kiplinger Washington Editors Inc.
10. Massey-Ferguson Industrial Div.
11. Tidy House Products Co.
12. Sterling Drug Inc.
13. Metropolitan Life Insurance Co.
14. Ralston Purina Co.
15. Stewart-Warner Co.
16. Standard Oil Co. of Indiana
17. International Nickle Co.
18. Anheuser-Busch Inc.
19. White Tower Management Corp.
20. Pearl Brewing Co.

Heintz & Co., Durstine Pool Facilities in San Francisco

Heintz & Co. and Roy S. Durstine Inc. of California have consolidated their agency facilities in San Francisco while retaining individual identities, according to a joint announcement by Carl M. Heintz Sr., board chairman of Heintz & Co., and Roy S. Durstine, president of his agency. Mr. Durstine becomes a consultant to the combined San Francisco operation; Mr. Heintz has been named chairman of the board of Roy S. Durstine Inc. of Calif., and Niel Heard, vice president of western operations

ACTIVITY

HOW PEOPLE SPEND THEIR TIME

There were 125,601,000 people in the U. S. over 12 years of age during the week Aug. 31-Sept. 6. This is how they spent their time:

64.8%	(81,389,000) spent	1,433.4 million hours†	WATCHING TELEVISION
58.7%	(73,728,000) spent	1,176.4 million hours	LISTENING TO RADIO
82.3%	(103,370,000) spent	411.7 million hours	READING NEWSPAPERS
37.3%	(46,849,000) spent	220.3 million hours	READING MAGAZINES
23.9%	(30,019,000) spent	319.8 million hours	WATCHING MOVIES ON TV
45.8%	(57,522,000) spent	242.6 million hours	ATTENDING MOVIES*

These totals, compiled by Sindlinger & Co., Ridley Park, Pa., and published exclusively by BROADCASTING each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's weekly and quarterly "Activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audiences between each specific medium. Copyright 1958 Sindlinger & Co.

† Hour totals are weekly cumulative figures. People—numbers and percentages—are figured on an average daily basis.

* All people figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within 2-7 days of the interviewing week.

SINDLINGER'S SET COUNT: As of Sept. 1, Sindlinger data shows: (1) 110,650,000 people over 12 years of age see tv (88.1% of the people in that age group); (2) 42,717,000 households with tv; (3) 47,179,000 tv sets in use in U. S.

of the Durstine agency, also becomes vice president and general manager of Heintz in San Francisco. All key personnel of both agencies are being retained. Address of the combined operation is 240 Stockton St. Each agency is keeping its own telephone number: Exbrook 7-2850 for Heintz, Exbrook 7-0456 for Durstine. The consolidation does not affect Roy S. Durstine Inc. of New York.

Filbert's From SSC&B to Y&R

A substantial user of spot radio and tv, Mrs. Filbert's margarine (J. R. Filbert Inc., Baltimore), will move from Sullivan, Stauffer, Colwell & Bayles, New York, to Young & Rubicam, New York, effective Jan. 1.

The switch, effected after more than 11 years' association of Filbert with SSC&B, will represent a $1.5 million gain in billing for Y&R in 1959.

The change was prompted by disagreement over "advertising philosophy" and Filbert's "new marketing management," said SSC&B.

BUSINESS BRIEFLY

WHO'S BUYING WHAT, WHERE,

NEW SUN SPOT • White King Soap Co. will use saturation schedule of radio and tv announcements to introduce its newest home cleaning agent, liquid concentrate called Sun, throughout West. Boylhart, Lovett & Deane, L. A., is agency.

JET PROPELLANT • American Airlines, which kicks off its jet service with Boeing 707 on or about Jan. 1, will be seeking additional radio spot time in San Francisco and Washington later this year to supplement its *Music 'Til Dawn* broadcasts on CBS Radio owned-and-operated stations. American also used spot in Chicago, New York and Los Angeles. Lennen & Newell, N. Y., is American's agency.

ONE-MEDIUM MIX • General Foods Corp., White Plains, N. Y., will allocate "nearly 100%" of its budget for new low-calory dessert topping powder mix Dream-Whip, in broadcast media. Product has been tested in tv spot and newspapers since late 1956 in Cincinnati, Philadelphia, Pittsburgh, Detroit and Boston, will be introduced nationally Oct. 1 via nine minutes weekly on ABC-TV's "Operation Daybreak" plus "supplementary tv spot." Agency is Young & Rubicam, N. Y. Initial six-month allocation is in excess of $1 million.

NIP IN AIR • Cocilana Div., Gold Medal Candy Corp., Brooklyn, N. Y., is introducing its new flavor (wild cherry) Cough Nips with saturation radio in six New York-Pennsylvania-New England markets starting Oct. 13. Drive will run about six months. Emil Mogul Co., N. Y., is Cocilana agency.

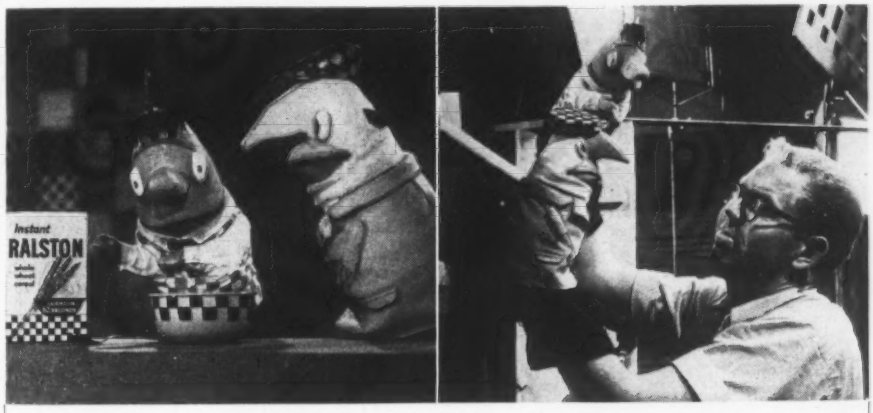
THREE-TIMING TEAM • U. S. Time Corp. (Timex watches), N. Y., through Peck Adv., same city, will sponsor half of three special comedy colorcasts featuring Martin & Lewis, but not united. The Jerry Lewis programs sponsored 50% by Timex will be seen on NBC-TV on Oct. 18 (9-10 p.m.) and Dec. 10 (9-10 p.m.); single Dean Martin show will be on NBC-TV Nov. 22 (9-10 p.m.).

BACK IN STANCHION • American Dairy Assn. through Campbell-Mithun Inc. is co-sponsoring NBC-TV's *Perry Como Show* for second consecutive season starting last Saturday (Sept. 13). Association's current overall advertising - merchandising budget runs about $5.6 million, with about 60% in broadcast media (mostly tv). Aside from Como series, it also carried schedule of daytime spots and station breaks on NBC Radio and *Casey Jones* film series in select market [ADVERTISERS & AGENCIES, Jan. 6, 1958].

BRITISH TESTS • Two British advertisers this month testing U. S. air media. Edward Sharp Sales Co. (Sharp's English Toffee) and Castrol Oils Ltd. (British-made Castrol motor oil) are being steered into radio-tv by Wesley Assoc., N. Y. Sharp is testing radio-tv spot (Cleveland) against participations (Detroit); Castrol is using selected California radio markets.

Q-TIP KICKOFF • Q-Tips Inc., N. Y., last week kicked off second phase of its 1958 broadcast campaign by placing 10 weekly participations in various NBC Radio programs including *Bert Parks Show* and *Morgan Beatty and the News* [ADVERTISERS & AGENCIES, Aug. 4]. Network campaign will be supplemented by radio spot in 18 markets through end of year. All told, Q-Tips, through Lawrence C. Gumbinner Adv., New York, is spending $250,000 gross in network; its first network phase was heard this past winter-spring.

IN CBS CUP • Jaguar Cars Inc., importer of Jaguar automobiles, has signed to sponsor CBS Radio coverage of *America's Cup Races*, beginning Sept. 20. Account is part of $650,000 worth of new business and renewals which were announced by network last week. Other advertisers involved were Hartz Mountain Products, American Motors Corp., Kelvinator, Campbell Soup Co., and Plough Inc. Agencies are Cunning-



WALDO *(in the checkered vest) tells Ralph (checkered hat) how goo-od Instant Ralston is for children and grownups. The power behind the screen is Stan Freberg (picture at right), shown manipulating the puppets during a warm-up session.*

PREVIEW

Puppets & checkered career

The Ralston Purina Co., St. Louis, has hired two unusual salesmen—Ralph and Waldo—to sell tv viewers on the merits of the company's cold and hot cereal products. Ralph and Waldo are puppet characters and star in the company's commercials to be spotlighted each week on *Bold Journey* (ABC-TV, Monday, 8:30-9 p.m.), starting Sept. 29.

The characters are the creation of comic Stan Freberg, who manipulates the puppets for the commercials. The commercial copy is in the zany vein so often utilized by Ralston Purina's agency, Guild, Bascom & Bonfigli, San Francisco. During one sequence in the commercial, announcer Lee Goodman interrupts and Waldo asks him:

"Who are you?"

Mr. Goodman: "Admiral George Dewey, sir."

Waldo (whispers): "Is that really Admiral Dewey?"

Ralph: "It's Lee Goodman. He's a great kidder."

Mr. Goodman: "Yeah, but I never kid about Instant Ralston, men. Because this is the cereal that's serious when it comes to giving you and your family plenty of stuff and steam to start off a cold morning the right way . . . Right?"

Waldo (salutes): "Aye-aye Admiral."

The campaign on television is part of an overall fall advertising effort by Ralston Purina, including a spot radio saturation schedule in 10 major markets and advertisements in newspapers and consumer and grocery trade publications.

The commercial copy was written by various GB&B copywriters, based on concepts created by Courtenay Moon, vice president and director of the tv and copy departments, and Bud Arnold, copy chief. GB&B producer was Karl Gruener. The film producer was Wayne Steffner Productions, Hollywood.

ham & Walsh for Jaguar; George H. Hartman Co. for Hartz; Geyer Adv. for American Motors-Kelvinator; BBDO for Campbell, and Lake-Spiro-Shurman Inc. for Plough.

SILENCE BROKEN • Philco Corp., Philadelphia, has signed for half sponsorship of Mutual's Saturday football schedule of 11 college games, starting Sept. 27, marking Philco's return to network radio after absence of five years. Philco dealers and distributors have first refusal rights on remaining half of sponsorship, which is being made available for local sale. Philco commercial copy will be institutional, dealing with "electronic responsibilities the company has assumed in national military defense effort." Agency: BBDO, N. Y.

CRUSADE SERIES • Billy Graham Evangelistic Assn., through Walter F. Bennett & Co., will sponsor series of telecasts on ABC-TV during "Billy Graham Charlotte (N. C.) Crusade," starting Sept. 27 (8-9 p.m.).

PLAYSKOOL ON TV • Playskool Mfg. Co., Chicago, manufacturer of educational toys, last week launched its first tv spot campaign in 10 cities, using one station in each market. New 13-week drive will cover major U. S. markets, including New York, Chicago, Los Angeles, Philadelphia, Milwaukee and Boston.

FOUR PARTICIPANTS • Three advertisers, General Electric Lamp Div., Keystone Camera Co. and Burlington Ribbon Mills, have placed new orders on NBC-TV's *Today* and *Jack Paar Show*. Evinrude Motors Div. of Outboard Marine Corp., has renewed its participation schedule on *Today*. Agencies are BBDO for GE; Bresnick Co., for Keystone; S. R. Leon & Co., for Burlington and Cramer-Krasselt Co., for Evinrude.

JUBILEE GARB • Williamson-Dickie Mfg. Co. (work clothes), Fort Worth, Tex., has signed for sponsorship of ABC-TV's *Jubilee, U.S.A.* (Sat., 8-9 p.m.) for 1958-59 season, through its agency Evans & Assoc., same city.

VOLKSWAGEN VARSITY CARD •Volkswagen Dealers of Southern California are using extensive schedule of sports broadcasts on radio and tv this fall, sponsoring broadcasts of 10 U. of Arizona games over five-station special hookup of KOLD Tucson, KOOL Phoenix, KVNA Flagstaff, KWJB Globe and KVNC Winslow, all Arizona, and co-sponsoring with Marlboro nine professional football games, including all road games of Los Angeles Rams, on KNXT (TV) Los Angeles. Compton Adv., L. A., is agency.

BACK ON BALL • American Machine & Foundry Co., through Cunningham & Walsh, has renewed ABC-TV's *Bowling Stars*, effective Sunday, Oct. 5, 4:30-5 p.m.; *Paul Winchell Show* which was previously scheduled for that time period, will be telecast Sundays, 5-5:30 p.m., effective Oct. 12. Under co-sponsorship of General Mills, through Dancer - Fitzgerald - Sample, and Hartz Mountain Products, through George H. Hartman Co.

NBC-TV Details Ban On Network 'Clipping'

NBC-TV moved formally against triple-spotting last week, sending to its affiliates contract amendments spelling out the prohibition against "clipping" network program material.

The action was anticipated last month when network officials explained the plan to members of the NBC-TV board of delegates [AT DEADLINE, Aug. 18]. NBC said the affiliates board "unanimously" supported the move.

Officials said current affiliation contract provisions prohibiting deletion of network material have been revised, "covering the matter more clearly and precisely." A certificate also has been added to the traffic report, so that stations will certify that they have not cut off any network material or will identify the exact timing of anything deleted.

The amendment says, in part, that the station "will not delete any NBC television network identification, program promotional or production credit announcement at the conclusion of an NBC . . . program, except for announcements promoting a network program which is not to be broadcast by the station." In the latter case, "only other NBC television network or station program promotional or public service announcements" may be substituted.

NBC noted that in August 1957 it had called affiliates' attention to "the serious problem" created when a station clips network program material in order to triple-spot in station breaks. Again, last May, NBC re-emphasized its opposition and that of the affiliates board, reporting then that the practice had been reduced to relatively few cases and that "all efforts are being made to have it terminated in these cases."

CBS-TV instituted similar contract amendments a few months ago [LEAD STORY, June 23; AT DEADLINE, Aug. 18]. The Assn. of National Advertisers and a number of advertisers and agencies individually have strongly criticized triple-spotting on a number of occasions.

Two Virginia Outlets Join NBC

WINA Charlottsville, Va., and WJMA Orange, Va., will become affiliates of NBC Radio Oct. 1, Harry Bannister, vice president in charge of NBC station relations, said. The total number of NBC Radio affiliates will be raised to 197. Both stations are owned by Charlottesville Bcstg. Co. Donald G. Heyne is president and general manager of WINA (1400 kc 250 w). Bob C. Wagner is general manager of WJMA (1340 kc 250 w).

WKBM-TV On Dec. 1 With ABC

WKBW-TV Buffalo, which is slated to go on the air December 1 on ch. 7, has been signed as a primary affiliate of ABC-TV, it was announced last week by Dr. Clinton H. Churchill, president of WKBW-TV Inc., and Alfred R. Beckman, ABC vice president in charge of tv station relations.

ABC-TV switches from WGR-TV Buffalo, which becomes an NBC-TV primary affiliate when NBC drops its uhf ch. 17 WBUF-TV there next month. ABC-TV now includes a minimum of 88 primary stations covering nearly 87 percent of all U. S. tv homes on a "live" basis with the full network covering nearly 99 percent, Mr. Beckman said. Between the time WBUF-TV ceases operation and WKBW-TV commences, WGR-TV will carry both NBC-TV and ABC-TV programs, ABC-TV said.

NBC Affiliate Sessions Slated For Oct. 22-24 in New York City

Annual meeting of NBC affiliates, radio and television, will be held Oct. 22-24 at New York's Plaza Hotel, officials said last week.

On the morning of Oct. 22 the affiliates will see and hear NBC's television presentation, then will visit the David Sarnoff Research Center at Princeton in the afternoon.

The second day will start with the NBC Radio presentation, followed by a television discussion in the afternoon. Annual banquet is set for that night, Oct. 23, also at the Plaza.

Three-day meeting will wind up after closed sessions of the tv and radio affiliates the morning of Oct. 24. Walter Damm, retiring head of WTMJ-TV Milwaukee, heads the television affiliates and George Harvey, WFLA Tampa, heads the radio group.

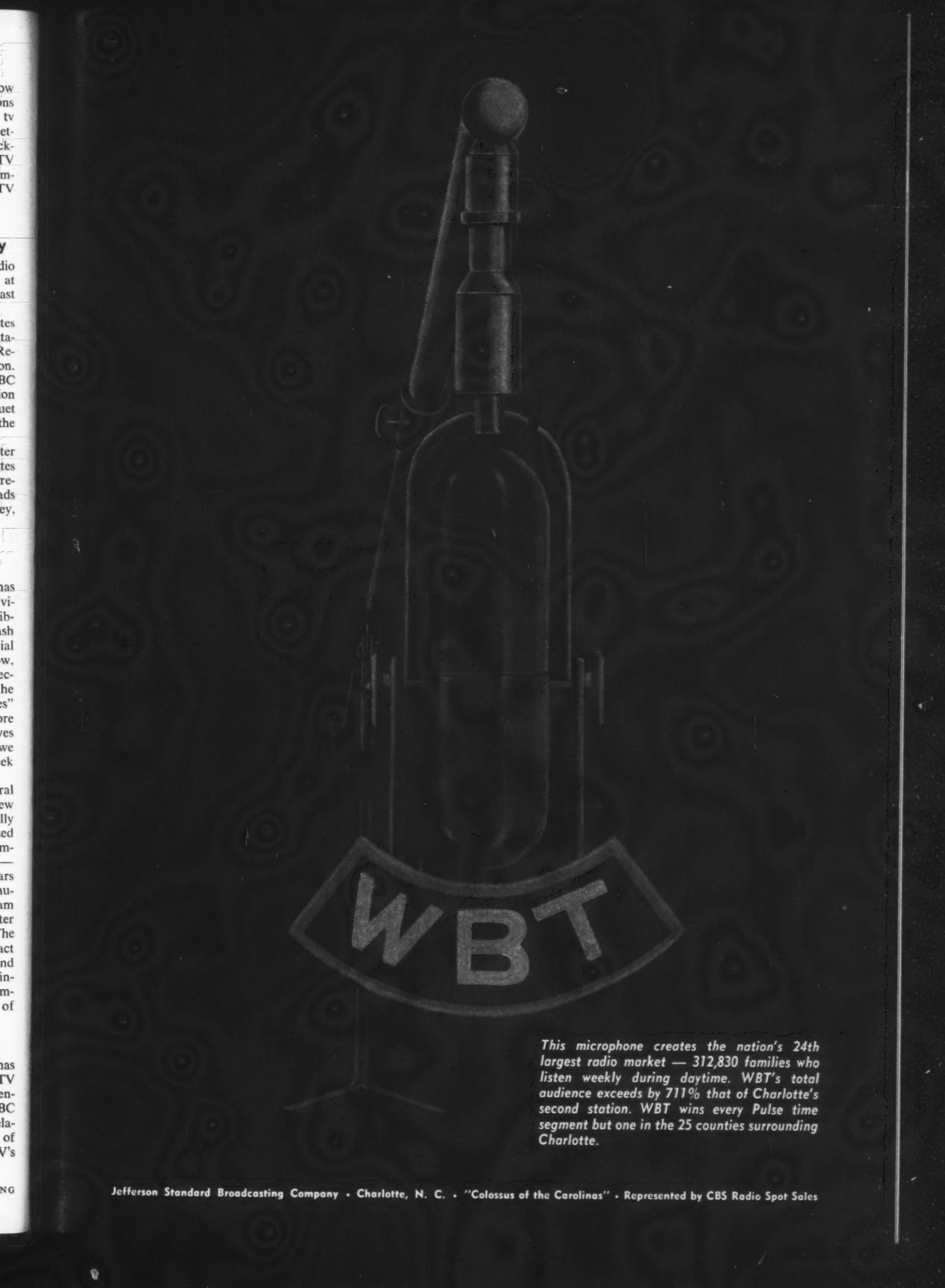
CBS Announces Cancellation Of All Christmas Bonuses

CBS Inc. is discontinuing Christmas bonuses for staff employes in all its divisions, it has been reported. Notices distributed by division heads explained that cash bonuses were started years ago as "special recognition" of employe contributions. Now, the memo continued, after study "in connection with a comprehensive review over the last year of our wage and personnel policies" —management has concluded that "more substantial and less spasmodic incentives work out best for all concerned" and "we will permanently discontinue the one-week Christmas bonus."

The memo said that in the last several years management has established many new employe programs including "substantially increased" wage and salary scales, liberalized vacation and sick leave policies and improved pension and insurance programs— all of which cost "many millions of dollars each year"—and CBS Inc. feels "continuance and evolution" of this benefit program "will, in the long run, accrue to the greater benefit" of both employes and CBS. The memo also said, "we are proud of the fact that CBS has one of the most liberal and well-balanced personnel programs in the industry—ahead of other progressive companies in many respects and way ahead of the average for American industry."

WSIL-TV Joins ABC-TV Network

WSIL-TV Harrisburg, Ill., ch. 3, has signed as a primary affiliate of ABC-TV effective with the station's Nov. 15 opening, according to Alfred R. Beckman, ABC vice president in charge of tv station relations, and O. L. Turner, general manager of WSIL-TV. The station becomes ABC-TV's 87th primary affiliate.



This microphone creates the nation's 24th largest radio market — 312,830 families who listen weekly during daytime. WBT's total audience exceeds by 711% that of Charlotte's second station. WBT wins every Pulse time segment but one in the 25 counties surrounding Charlotte.

Jefferson Standard Broadcasting Company • Charlotte, N. C. • "Colossus of the Carolinas" • Represented by CBS Radio Spot Sales

Programmed
all day long
to an adult
buying audience

WISH
Indianapolis

CBS *Represented by Bolling*

A CORINTHIAN STATION
KOTV Tulsa • KGUL-TV Houston
WANE & WANE-TV Fort Wayne
WISH & WISH-TV Indianapolis

Ed Grey

Ted Bates & Co., Inc.
New York

Please note that WMBR-TV in Jacksonville, Florida has changed its call letters to WJXT. A new name—but still the same old habit of leadership, with the largest audience in all of Northern Florida and Southern Georgia. WJXT, operated by the Washington Post Broadcast Division, represented by CBS Television Spot Sales.

WJXT

channel 4, Jacksonville

Quiz Furor Heading For N.Y. Grand Jury

The tv quiz programs' troubles were far from over last week.

As of last Thursday (Sept. 11), the district attorney in New York, who for the past few weeks has been continuing an investigation into at least two network tv quiz programs, expected that by this week grand jury action would be instituted in the *Dotto* and *Twenty-One* cases.

But just how sure the D. A. was could be seen in this statement from his office: "Things are very hectic around here . . . they may change quickly."

The long-expected advertiser uncertainty over quiz programs suddenly loomed late in the week.

P. Lorillard Co., sole sponsor of *The $64,000 Challenge* (now on CBS-TV and slated to go on NBC-TV this fall), was getting nervous.

Reason: Unfavorable publicity for the program caused by the Rev. Charles E. Jackson of Tullahoma, Tenn., who claimed he had received an answer to a question in a pre-program briefing. (He was a contestant on the show last December.) Entertainment Productions, producer of the show, denied the charge.

The show now is on CBS-TV in the Sunday 10-10:30 p.m. slot, and Lorillard, through its agency, Lennen & Newell, New York, plans to switch it to NBC-TV in the Thursday 10:30-11 p.m. period to make room for the return Sunday nights on CBS-TV of *The $64,000 Question* which Lorillard and Revlon will co-sponsor.

Agency officials said they did not know what action, if any, the advertiser might take, but there was evidence of discussion last week.

Jack Barry (Barry & Enright Productions), m.c. of *Twenty-One,* opened last Monday night's program on NBC-TV with a statement on the probe, saying in part:

"The stories [attacking partners Dan Enright and Mr. Barry] are wholly untrue. I repeat, wholly untrue. At no time has any contestant ever been given advance information about any question ever used on this program.

"It's been a terrible experience to have to combat the unfounded charges that have been flying at us. But we consider ourselves lucky in one respect: so many of you have expressed your faith in us and in our program.

"A wise man once said the truth will out. I know it will, for we have not betrayed your trust in us. We never would."

ABC Using New Vidicon Tubes

Further refinement of recorded program reproduction on ABC-TV, attained by the use of new vidicon film camera tubes developed by Machlett Labs, has been announced by Frank Marx, network vice president in charge of engineering. He said the new tube "offers a more uniformly shaded picture, better contrast and less electrical picture noise than vidicon tubes in current use."

Mr. Marx explained that as the result of improved manufacturing techniques, the new tubes "make ABC-TV network film programs the technical equal of live pick-ups." ABC-TV eliminated the use of iconoscope film cameras in 1957. It now has 30 vidicon cameras at its owned-stations.

STILL SLIDING

Ratings of a sampling of network quiz shows appeared to slide again last week as the probe of "fix" charges continues (see adjacent story).

American Research Bureau's new Arbitron instant-ratings system showed that in New York, *Twenty One,* one of the shows under fire, had a 9.9 Monday night against 19.8 for *I Love Lucy* re-runs on CBS-TV and 7.0 for the premiere of the new *Voice of Fire-Stone* on ABC-TV. This pattern is similar to that shown the preceding week in the seven-city arbitron, which gave *Twenty One* 11.8 to 17.3 for *Lucy* [NETWORKS, Sept. 8].

Among daytime quizzes, the New York Arbitron last Wednesday gave *Price Is Right* 5.6 to 5.3 for the Godfrey show opposite. The preceding Wednesday it was 8.7 for *Price* and 3.7 for Godfrey.

Top Dollar on Wednesday got a 3.3 while *Concentration,* opposing it on NBC-TV, and *Romper Room* on WNEW-TV (formerly WABD) both scored a 4.2. A week earlier *Top Dollar* registered 5.0 and *Concentration* 7.3.

Tic Tac Dough had a 3.5 last Wednesday compared to 4.4 for *Love of Life* on CBS-TV and 3.5 for that section of *Romper Room* on independent WNEW-TV, according to the New York Arbitron. The preceding week the daytime *Tic Tac* was reported at 5.5.

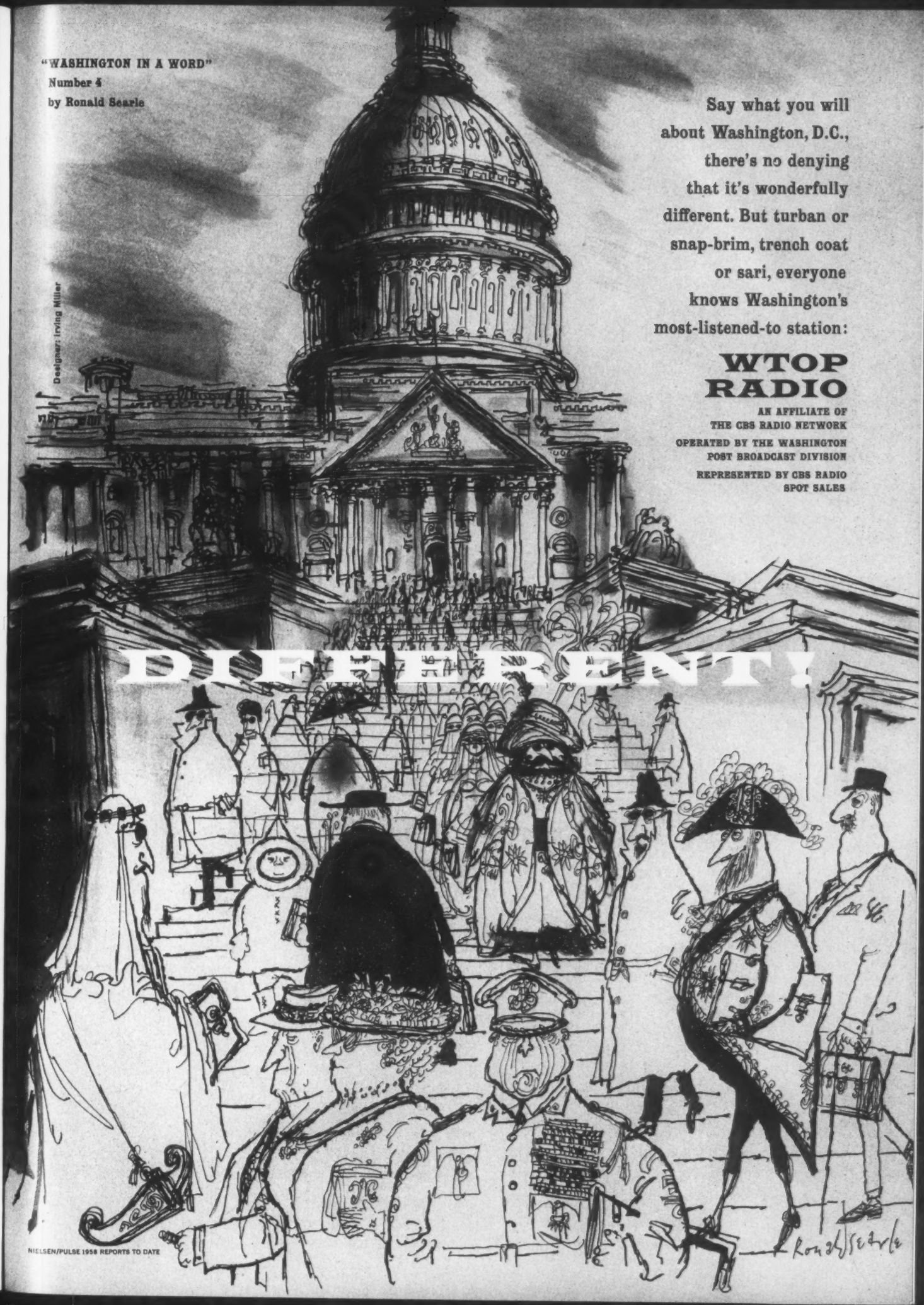
NBC-TV Closed-Circuit Showcases Fall Season

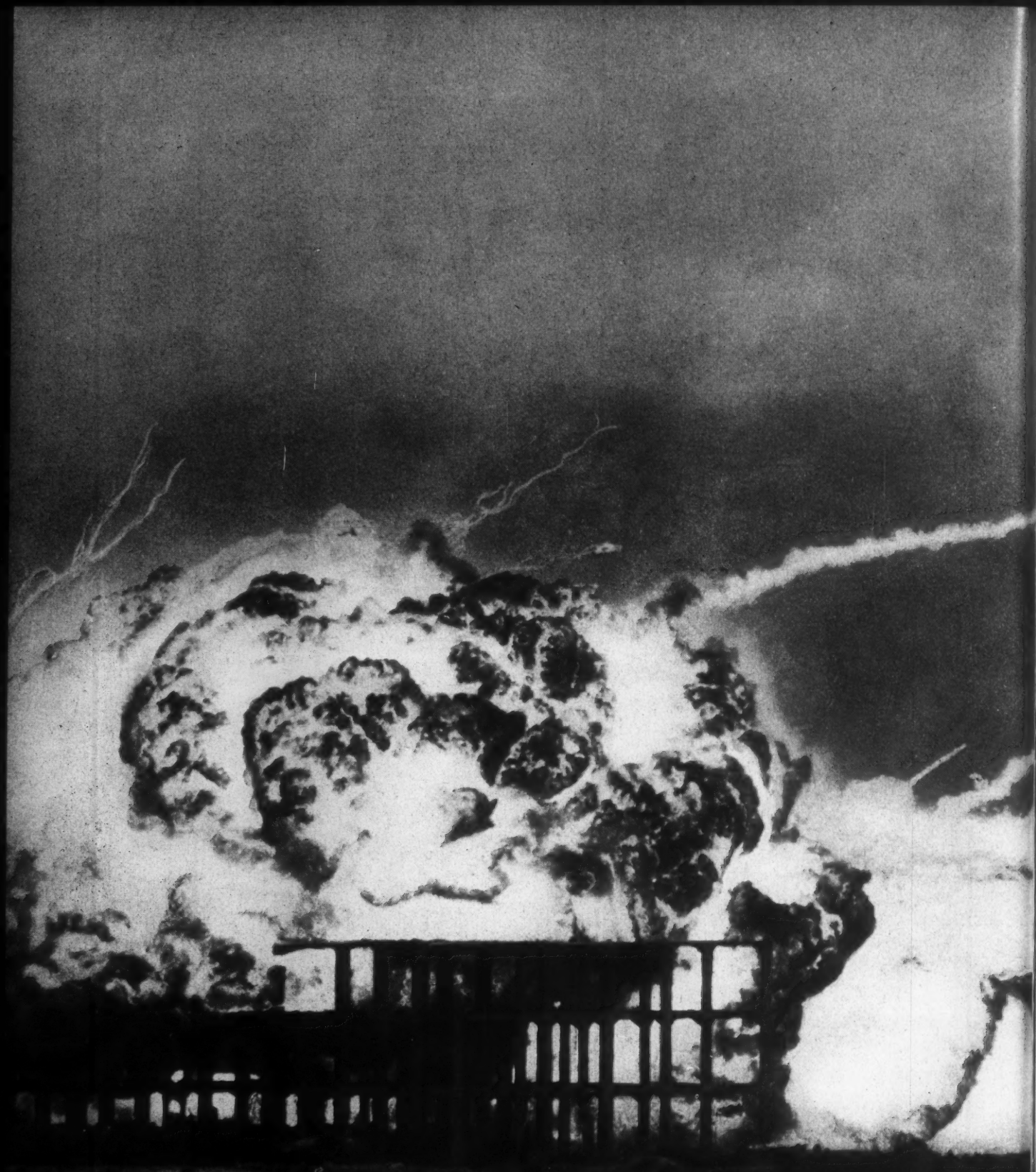
A preview of NBC-TV's 1958-59 program lineup—which includes a dozen new nighttime series, 100 specials, 600 hours of color and a 20% increase in news specials and public affairs programming—was presented in a 90-minute color closed circuit last Thursday.

NBC officials reported that more than 10,000 newsmen and agency, advertiser, affiliated station and civic organization representatives gathered at the stations in 140 cities across the country to watch the preview.

Board Chairman Robert W. Sarnoff, introducing the special show, said "it will be a season of greater variety, higher quality and more color than ever before." He felt NBC had "made our program combination even stronger" this fall than last.

President Robert E. Kintner said the schedule was designed to achieve a balance of "all types of programs . . . to fit all the entertainment needs of our growing audience." He broke down the schedule thus: variety shows, 20%; dramatic, ad-


"WASHINGTON IN A WORD"
Number 4
by Ronald Searle
Designer: Irving Miller
Say what you will about Washington, D.C., there's no denying that it's wonderfully different. But turban or snap-brim, trench coat or sari, everyone knows Washington's most-listened-to station:
WTOP RADIO
AN AFFILIATE OF THE CBS RADIO NETWORK
OPERATED BY THE WASHINGTON POST BROADCAST DIVISION
REPRESENTED BY CBS RADIO SPOT SALES
DIFFERENT!
NIELSEN/PULSE 1958 REPORTS TO DATE
Ronald Searle



DIRECT HIT! Smack on target from the mark again and again with astute advertising agencies. Among those who have are J. Walter Thompson, BBDO, Young & Rubicam and Campbell-Mithun

instant of release, FLIGHT is hitting the already ordered FLIGHT for their clients They know an aerodynamic when they see it.

NBC TELEVISION FILMS A DIVISION OF

CNP

CALIFORNIA NATIONAL PRODUCTIONS, INC.

WSLS · TV
the highest rated
ROANOKE, VA.
station in
WSLS · TV
VIRGINIA'S
ROANOKE, VA.
biggest television
WSLS · TV
market . . .
ROANOKE, VA.
MORE TV HOMES!
WSLS · TV
MORE PEOPLE!
ROANOKE, VA.

Bert Mulligan

Compton Advertising, Inc.
New York

Please note that WMBR-TV in Jacksonville, Florida has changed its call letters to WJXT. A new name—but still the same old habit of leadership, with the largest audience in all of Northern Florida and Southern Georgia. WJXT, operated by the Washington Post Broadcast Division, represented by CBS Television Spot Sales.

WJXT
channel 4, Jacksonville

NETWORKS CONTINUED

venture or mystery series, 30%; westerns, 15%; comedies 15%; sports, quizzes, news or special events, 20%.

Some 50 NBC personalities, said to be the largest number of stars ever to perform before NBC cameras on a single program, participated in the preview to discuss or give samplings of their fall shows.

The 600 hours of colorcasting planned for the new season were said by NBC authorities to represent an average of about one hour of color per night more this year than last.

Announcing the color plans earlier in the week, Mr. Sarnoff said:

"We have devised our schedule so that color programming will reach the greatest possible number of viewers at the most convenient hours. There will be color every night and during weekday afternoons and a solid two-and-a-half hours of it on Sunday evening alone."

In addition to the 14 regularly scheduled color programs slated for fall showing, the network plans to colorcast a number of "specials," all World Series baseball games played in the park of the American League pennant winner, and four Saturday afternoon college football telecasts—Big Ten games on Oct. 11 and Nov. 1, Notre Dame-Iowa game Nov. 22 and the Oregon-Miami game Dec. 6.

Among the new nighttime shows to be shown in color are *Northwest Passage* (Sun. 7:30-8 p.m.); *The Arthur Murray Party* (Mon., 10-10:30 p.m.); *Milton Berle Starring the Kraft Music Hall* (Wed. 9-9:30 p.m.); *The $64,000 Challenge* (Thurs. 10:30-11 p.m.) and *The Further Adventures of Ellery Queen* (Fri. 8-9 p.m.).

Eight specials set for colorcasting from now until Dec. 31 also were announced. These include *The Pied Piper* tomorrow (Sept. 16, 7:30-9 p.m.); three *Hallmark Hall of Fame* presentations, one Fred Astaire show (Oct. 17, 9-10 p.m.); two of the Bell Telephone series and one *Shirley Temple Storybook program,* "Mother Goose" (Dec. 21, 8-9 p.m.).

Remainder of regular color lineup as follows: Sunday—*Northwest Passage, Steve Allen Show, Dinah Shore Chevy Show;* Monday—*Tic Tac Dough* and *Arthur Murray Party;* Tuesday—*George Gobel Show* alt. with *Eddie Fisher Show;* Wednesday—*The Price Is Right* and *Milton Berle;* Thursday—*The Ford Show* and *$64,000 Challenge;* Friday—*Ellery Queen;* Saturday—*Perry Como Show;* Monday-Friday daytime shows—*Truth or Consequences* and *Haggis Baggis.*

NETWORK SHORTS

ABC-TV has moved its Pacific coast sales office from San Francisco to Los Angeles. Move arises from increasing importance of Hollywood as tv production and programming center, according to ABC-TV spokesman.

CBS-TV has announced secondary affiliation of KXLF-TV Butte, Mont., with network. KXLF-TV is owned and operated by Television Montana.

FILM

Independent Television Corp. Sales Reins Taken by Hal James

Hal James radio-tv vice president of Doherty Clifford, Steers & Shenfield is joining Independent Television Corp., new television film distributing company, as director of national sales.

The appointment is being announced today (Sept. 15) by Walt Kingsley, ITC president.

Before moving to DCS&S about a year ago, Mr. James was radio-tv vice president of Ellington & Co. He also has been associated with Compton Adv., J. Walter Thompson Co. and Needham, Louis & Brorby, and was a co-founder of Veterans Broadcasting Co., owner of WVET-AM-TV Rochester, N. Y.

"We feel," Mr. Kingsley said, "that Hal James' experience at the agency and sponsor level will enable ITC to do a better job of translating its program plans to agencies and advertisers who use network television."

UA Announces Fourth Tv Series

A fourth tv film series was announced last week by United Artists Television Inc. UA-TV has signed with Northstar Pictures Ltd. for production of *The Troubleshooters,* starring Keenan Wynn. Filming on the series—involving the construction industry —will begin in November. UA-TV executives again will produce 39 films in advance of selling the property to advertisers, instead of shooting one pilot film. It has done so on previous properties including Bryna Productions' *The Vikings* and Cypress Productions' *Dennis O'Keefe Show.* UA-TV Executive Vice President Bruce G. Eells explains that this system gives the film distributor wide flexibility. Should it fail to effect an immediate network sale, it can toss the series directly into syndication. UA-TV's fourth video entry is Aries Productions' *The Young in Heart* with Mercedes McCambridge. None has yet been sold.

Paramount '58 Earnings Improve

Paramount Pictures Corp. reports its consolidated net earnings for both the second quarter and the first half of the year were above comparable periods in 1957. The earnings for the second quarter were $1,160,000 or 63 cents per share compared to $1,060,000 or 53 cents per share reported for the period last year. For the six months: consolidated net earnings at $2,565,000 compared to $2,359,000 in 1957's half. Paramount's board voted a quarterly dividend of 50 cents per share on common stock payable Sept. 12.

Florida Film Firm Reorganizes

Nationwide Pictures, Coral Gables, Fla., has announced its reorganization and name change to Nationwide Pictures Corp. with principal offices at 146 Almeria Ave. in Coral Gables. Robert J. Crocher, former radio-tv executive, was elected president of the new company.

H. K. (Hal) Carrington, who has headed the film firm for 20 years, was elected to the post of vice president and general man-

Everybody watches NIGHT COURT U.S.A.

because everything happens on Night Court U.S.A.

NIGHT COURT U.S.A.
has Humor, Pathos, Drama.

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presents actual cases.
No two alike.

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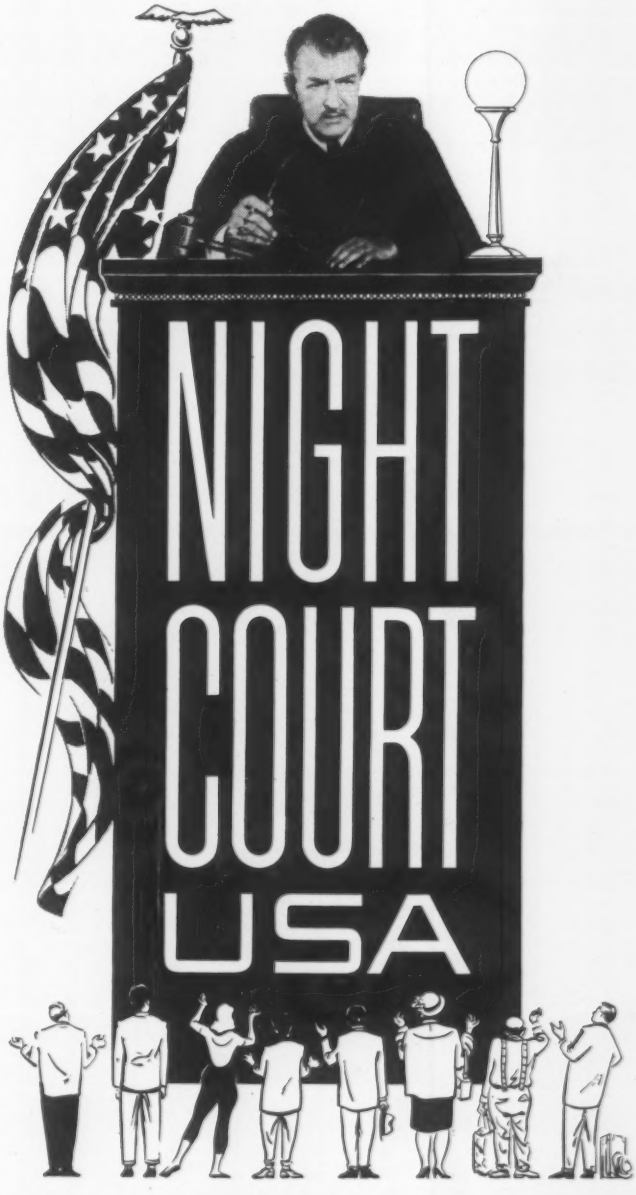

Wire or call Charles Mc Gregor, BANNER FILMS INC.
333 West 56th Street, New York, N.Y. *Telephone* Circle 5-0065

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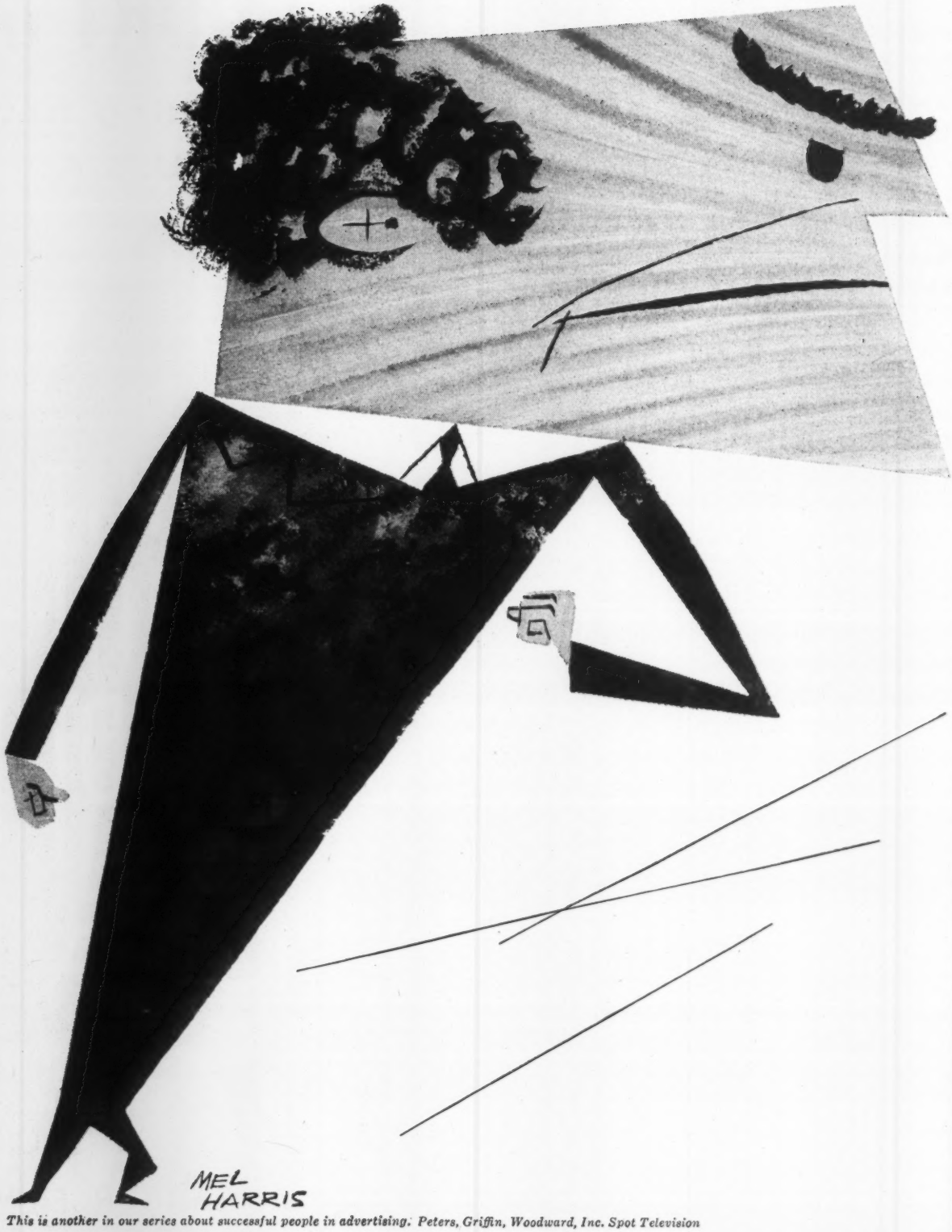


This is another in our series about successful people in advertising. Peters, Griffin, Woodward, Inc. Spot Television

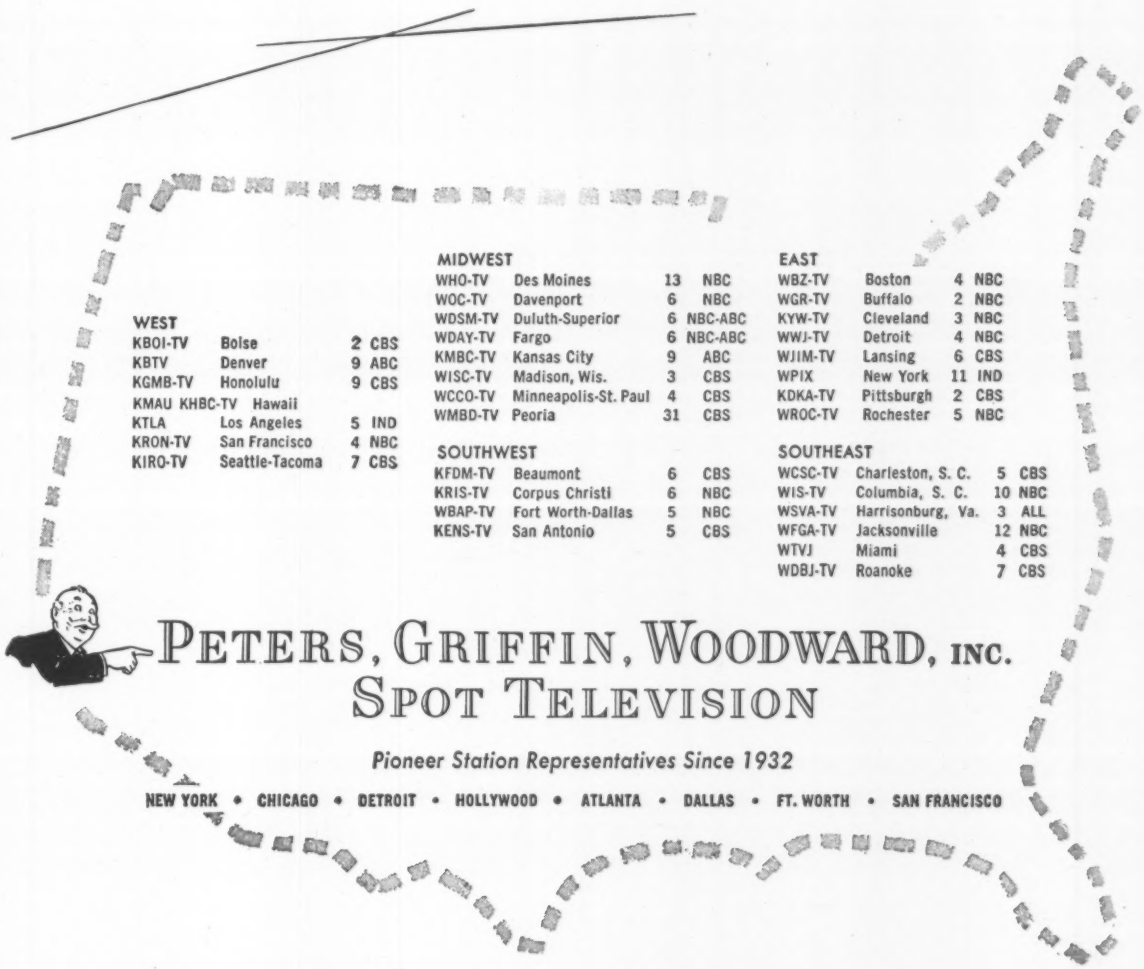
S IS MR. HAMMERHARDER

"Hit the line hard!" says Mr. Hammerharder — and he does! Day after day and night after night his Spot TV announcements drive through the middle of the big markets and bowl over his opposition in the smaller ones.

Then, his whole budget takes a rest between halves.

Mr. Hammerharder's advertising scores heavily, because Spot Television enables him to apply it with great power — and no waste.

Your PGW Colonel would like to send you "A Local Affair", a booklet that will show you how powerful Spot Television is on the local scene where your sales are made — or lost. Just write to PGW Spot Television, 250 Park Avenue, N. Y. C.



WEST

KBOI-TV	Boise	2 CBS
KBTV	Denver	9 ABC
KGMB-TV	Honolulu	9 CBS
KMAU KHBC-TV	Hawaii	
KTLA	Los Angeles	5 IND
KRON-TV	San Francisco	4 NBC
KIRO-TV	Seattle-Tacoma	7 CBS

MIDWEST

WHO-TV	Des Moines	13	NBC
WOC-TV	Davenport	6	NBC
WDSM-TV	Duluth-Superior	6	NBC-ABC
WDAY-TV	Fargo	6	NBC-ABC
KMBC-TV	Kansas City	9	ABC
WISC-TV	Madison, Wis.	3	CBS
WCCO-TV	Minneapolis-St. Paul	4	CBS
WMBD-TV	Peoria	31	CBS

SOUTHWEST

KFDM-TV	Beaumont	6	CBS
KRIS-TV	Corpus Christi	6	NBC
WBAP-TV	Fort Worth-Dallas	5	NBC
KENS-TV	San Antonio	5	CBS

EAST

WBZ-TV	Boston	4	NBC
WGR-TV	Buffalo	2	NBC
KYW-TV	Cleveland	3	NBC
WWJ-TV	Detroit	4	NBC
WJIM-TV	Lansing	6	CBS
WPIX	New York	11	IND
KDKA-TV	Pittsburgh	2	CBS
WROC-TV	Rochester	5	NBC

SOUTHEAST

WCSC-TV	Charleston, S. C.	5	CBS
WIS-TV	Columbia, S. C.	10	NBC
WSVA-TV	Harrisonburg, Va.	3	ALL
WFGA-TV	Jacksonville	12	NBC
WTVJ	Miami	4	CBS
WDBJ-TV	Roanoke	7	CBS

PETERS, GRIFFIN, WOODWARD, INC.
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Pioneer Station Representatives Since 1932

NEW YORK • CHICAGO • DETROIT • HOLLYWOOD • ATLANTA • DALLAS • FT. WORTH • SAN FRANCISCO

T.P.T.L.S.N.

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alive!

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Batten, Barton, Durstine & Osborn
New York

Please note that WMBR-TV in Jacksonville, Florida has changed its call letters to WJXT. A new name—but still the same old habit of leadership, with the largest audience in all of Northern Florida and Southern Georgia. WJXT, operated by the Washington Post Broadcast Division, represented by CBS Television Spot Sales.

WJXT

channel 4, Jacksonville

ager in charge of production. Mrs. Marian Kley, formerly executive director of foreign production, Metro-Goldwyn-Mayer, was named to head the new commercial-industrial division.

Nationwide has started production of a series of one-hour sports shows for network release in 1959-60, and a series of 26 half-hour shows entitled *The Big Break*. The company offers facilities for commercial and television film production to agencies and producers wanting a Florida locale.

NTA Forms License Division

National Telefilm Assoc., New York, has organized a new division to handle the licensing of manufacturers and the merchandising of products in conjunction with all its properties to be presented nationally this fall, it has been announced by Oliver A. Unger, NTA president. Irving Lichtenstein, who joined NTA several months ago, will be in charge of this division at NTA's New York headquarters. Al Stern will be the representative in Los Angeles. Screenings for manufacturers now are being held in NTA's New York and Los Angeles offices.

Marx to Produce 'Jan Clayton'

Samuel Marx, formerly executive producer of *The Thin Man* and *Northwest Passage* programs at MGM-TV, will produce *The Jan Clayton Show* in conjunction with Woodmere Productions, it has been announced. Mr. Marx plans to film a pilot this fall, with 25 more episodes to be made early next year for network sale or syndication in the fall of 1959.

Sumner Long and Kitty Buhler have already completed several scripts for the series, which is based on the Bess Streeter Alridge novel, *Miss Bishop*. Woodmere, with headquarters at MGM studios, 10202 West Washington Blvd., Culver City, Calif., will be active in both television and motion pictures, Mr. Marx said. *The Jan Clayton Show* is the firm's initial production. Miss Clayton has freelanced for the past year after giving up the role of Jeff's mother in *Lassie*.

FILM SALES

Associated Artists Productions, New York, has sold Gold Mine Library of Warner Bros. features and shorts to Triangle Stations (WFIL-TV Philadelphia, WNHC-TV New Haven, WNBF-TV Binghamton, N. Y., WFBG-TV Altoona, Pa., and WLBR-TV Lebanon, Pa.). Also KMTV (TV) Omaha, WESH-TV Daytona Beach and WGEM-TV Quincy, Ill., bought segments of Gold Mine feature library; WSOC-TV and Kincaid & Chandlee agency, both Charlotte, North Carolina, purchased parts of *Johnny Jupiter* syndicated series, while WJRT (TV) Flint and WZKO-TV Kalamazoo, both Michigan, bought half of Warner Bros. feature library.

California National Productions, N. Y., reports its filmed documentary series, *Danger Is My Business,* has been sold in 85 cities, with multiple-market sales completed with Crosley stations, Kroger Co. and Boise Cascade Lumber Co.

Fremantle International Inc., N. Y., reports sale of five CBS-TV programs to XHGC-TV Mexico City for presentation in English, starting shortly. Package, totaling 210 half hours consists of *The Honeymooners, Life With Father, Gene Autry, Sergeant Bilko* and *Our Miss Brooks.*

KHQ-TV Spokane, Wash., has purchased MCA-TV film syndication's Paramount features package.

MGM-TV division of Loew's Inc. has sold package of 550 features in MGM film library to WTAE-TV Pittsburgh in negotiation representing approximately $1.5 million. WTAE-TV, scheduled to go on air yesterday (Sept. 14), was to begin programming MGM product today. Sale is most impressive made by MGM-TV in past months. In Pittsburgh market, KDKA-TV invested about $500,000 in purchasing 167 pictures from MGM library. Together, WTAE-TV buy and KDKA-TV's make up total MGM feature product available.

California National Production's syndicated, *Flight,* film series has been sold regionally to Schlitz Brewing Co., through J. Walter Thompson Co., for over 20 markets in South and Southwest; F&M Schaefer Brewing, through BBDO, for Philadelphia, New Haven and Albany; Kroger Co., in Southeast, and Northern Power in Minneapolis, both through Campbell-Mithun; and General Electric, through Young & Rubicam, in Louisville. Series was also purchased for Triangle Publication stations, consisting of WFIL-TV Philadelphia; WFBG-TV Altoona, Pa.; WLBR-TV Lebanon, Pa.; WHGB (TV) Harrisburg; WNBF-TV Binghamton, N. Y., and WNHC-TV New Haven, Conn.

Ziv Television Programs Inc., N. Y., reports that total sales on *MacKenzie's Raiders* half-hour adventure series have reached 91, with latest sales to Bunker Hill Meat Packing Co. for showing in Bluefield, W. Va.; Washington, N. C.; Columbia, S. C. and Bristol, Va. Recent station sales were made to WHDH-TV Boston, WSB-TV Atlanta, KFSD-TV San Diego, WBRZ-TV Baton Rouge, WMCT (TV) Memphis and KTVH (TV) Wichita, Kan.

Screen Gems Inc., N. Y., announces that *Rescue 8,* its new half-hour series about exploits of Los Angeles Rescue Squad, has been sold in 75 markets, with regional sales completed to West End Brewing Co. (Utica Club beer) for eight upstate New

HIS BUSINESS TOO

California National Productions' new syndicated film series, *Danger Is My Business,* proved to be just the vehicle to interest a Cedar Rapids, Iowa funeral director in tv. The series depicts flirtations with death in 39 of man's most perilous occupations. After seeing the pilot film and meeting the program narrator, Lt. Col. John D. Craig (USAF-Ret.), the head of Turner Mortuary signed for the show on KCRG-TV Cedar Rapids.

Always Remember: the BIG GAME In Radio Is the ADULT AUDIENCE . . .

If you want to bag the folks who can buy in the rich Rochester territory, keep your sales message on the track of the ADULT audience, the folks who tune to station WHEC!

91%* OF WHEC LISTENERS ARE ADULTS

*PULSE REPORT—Rochester Metropolitan Area Audience Composition Data — March, 1958

WHEC

BASIC CBS
AM-TV
ROCHESTER

Member GANNETT RADIO-TV GROUP

REPRESENTATIVES: EVERETT McKINNEY, INC.
NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

BACK FOR MORE

Sterling Television Co., New York, has racked up a sterling sales record for its "Cliffhanger" cartoon package. The 24 major-market stations—among them, WMAL-TV Washintgon, KTTV (TV) Los Angeles, WGN-TV Chicago—that orginally bought Sterling's grouping of 65 kiddie show cartoons now have signed up for the supplementary packet of 39. Sterling officials say all 104 "Cliffhangers" now in distribution will shortly account for sales in excess of $500,000. Adds a Sterling official: "This is a real figure—cash, not barter."

York markets; Prince Macaroni Co. for eight New England cities and Weingarten Markets of Texas (supermarkets) for eight Texas markets.

Walter Schwimmer Inc., Chicago, reports sale of its fifth *Championship Bowling* 26-week series in 85 markets, with target date of Sept. 15, including following renewals for 1958-59 season; WOR-TV New York, KHJ-TV Los Angeles, WXYZ-TV Detroit, WCCO-TV Minneapolis, WKRC-TV Cincinnati, KTUV-TV San Francisco, KONO-TV San Antonio, KREM-TV Spokane, WSOC-TV Charlotte, KCMO-TV Kansas City and KSL-TV Salt Lake City. Bowling series is syndicated by Schwimmer, produced by Peter Demet and directed by Sidney C. Goltz.

Cinema-Vue Corp., N. Y., reports sale of "Musical Parade of Stars" library to WGN-TV Chicago, WFLY-TV Lafayette, La., and WHBF-TV Rock Island, Ill. Library includes such stars as Lawrence Welk, Nat King Cole and Peggy Lee.

Allied Artists Pictures Corp. reports sale of *Divorce Hearing,* new tv documentary series, to WNEW-TV (formerly WABD [TV]) New York. Programs, distributed by subsidiary Interstate Television Corp., presents actual hearings filmed at American Institute of Family Relations. WNEW-TV sale is distributor's first.

Les Farnath

N. W. Ayer & Son, Inc.
Philadelphia

Please note that WMBR-TV in Jacksonville, Florida has changed its call letters to WJXT. A new name—but still the same old habit of leadership, with the largest audience in all of Northern Florida and Southern Georgia. WJXT, operated by the Washington Post Broadcast Division, represented by CBS Television Spot Sales.

WJXT

channel 4, Jacksonville

ON CAMERA

Screen Gems has acquired tv rights to "Ensign O'Toole and Me," humorous account of adventures of Navy ensign attached to Pacific fleet, and is planning to produce story as half-hour tv series for 1959-60 season. Capt. William Lederer, author of book recently published by W. W. Norton & Co., will write script for pilot film.

California National Productions announces it has begun filming new 39-episode tv series, *Flight,* in cooperation with the U.S. Air Force at Norton Air Base, San Bernardino, Calif., [FILM, Aug. 4]. Retired Air Force Gen. George C. Kenney who headed Allied Air Command in southwest Pacific during World War II, and later chief of Strategic Air Command, will host the series. Producer of series is Al Simon Productions with Frank Cleaver, CNP programs v.p in Hollywood, overseeing. Director is Robert Stillman.

CBS-TV and **Tarafilm Productions** will co-produce filmed dramatic series for 1959 season called *Woman in the Case,* starring film star Maureen O'Hara. Series will star Miss O'Hara in approximately one-third of programs, and she will present top women guests in remaining episodes.

RANDOM SHOTS

United Artists Corp., N. Y., has reported net earnings for first half of 1958 rose to $1,319,000, equal to $1.23 per share, from $1,196,000, equal to $1.11 per share in first half of 1957. Company will hold its annual field promotion convention in Los Angeles from Sept. 7-10, which will include discussion of tv and radio advertising and exploitation of UA film product. United Artists television will be represented by Bruce Eell, executive v.p. and Ben Halpern, tv promotion department.

Larry Harmon-Ted Ticktin Productions Inc., Hollywood, and *Jayark Films Corp.,* N. Y., have entered into agreement whereby Harmon-Ticktin will produce 312 animated cartoons for tv distribution by Jayark. Production and executive headquarters of H-T are California Studios, 649 N. Bronson Ave., Hollywood 28.

KNX-KNXT (TV), KSCO Get California Medals

The two CBS-owned stations in Los Angeles, KNX and KNXT (TV), received the gold medals for metropolitan stations in this year's competition conducted by the California State Fair & Exposition. The award to a non-metropolitan radio station went to KSCO Santa Cruz.

All three awards were given for public service programs: KNX's *Judgment,* a taped interview with a convicted murderer broadcast the night of the day he was executed; KSCO's on-the-scene coverage of an April flood, and KNXT's *Focus on Sanity,* dramatic production on mental health.

In addition to the gold medal awards, KCBS (CBS-owned radio station) San Francisco received a silver medal for its broadcast of a police chase via shortwave radio. A second silver medal went to KPIX (TV) San Francisco for *The Road Back,* series of three programs surveying the area's position in education, civil defense and economics. KPIX also won a special merit recognition award for its telecast of a heart operation.

KMPC Los Angeles was awarded an honorable mention certificate for its series of editorials which resulted in a change in the California law to require regular inspection of all school buses, private as well as public. Vic Reed & Co., production agency, won an honorable mention for *Farm Tours,* for outstanding coverage of agricultural news. A third honorable mention was given for an interview with Edmund G. (Pat) Brown, state attorney general, in which he revealed his intention to run for governor, telecast on *Shell News* by KRON-TV San Francisco.

In a second California State Fair competition, Hugh Douglas, announcer for KNX and CRPN, was chosen the 1958 Voice of California, as best announcer in the state. Lee Jason, KJEO-TV Fresno, was named the best tv announcer; William A. Zimlich, KHSL Chico, was picked as best at a non-metropolitan radio station within the state. Each winning announcer won a cash award and a plaque. In addition, Mr. Douglas was official announcer for the fair during its run, Aug. 27-Sept. 7.

The awards were presented Aug. 30 by California Gov. Goodwin J. Knight at the annual press-radio-television dinner at the fairgrounds in Sacramento, Calif.

Chaffee Awarded IRE Medal For Research, Leader Training

The Institute of Radio Engineers' 1959 Medal of Honor, considered the highest technical award in the radio-electronics field, is to be presented to E. Leon Chaffee, formerly director of the Cruft Laboratory, Harvard U., "for his outstanding research contributions and his dedication to training for leadership in radio engineering."

Other IRE awards, to be presented at the 1959 IRE national convention banquet in New York next March, include the Morris Liebmann Memorial Prize, to go jointly to Charles H. Townes, professor of physics, Columbia U., and Nicolass Bloembergen,

ANOTHER FABLE OF PROFITS*

(Smart fo'c'sle kno' this)

ONCE UPON A TIME there was a station manager who kept missing the tide. Slight miscalculations frequently left him stranded.

Then one day he met the friendly Bolling man who taught him the neap trick of shoving off early. He also showed him how to steer through the warm summer climbs* and cross the finish line ahead of the fleet.

Today, with his new pilot, he's charted a straight course and is riding the crest of sunny seas.

The moral of this story is . . . many are cold but a few are frozen.

**A Bolling ship gathers no loss—head up—hail us.*

THE BOLLING COMPANY INC.

STATION REPRESENTATIVES

247 PARK AVENUE, NEW YORK CITY, N. Y.

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WIP/610 PHILADELPHIA offers to thinking broadcasters everywhere its distinguished public service series

SEARCH FOR PEACE

Radio programs of unusual appeal on the world's most crucial problem

TO FURTHER
INTEREST IN
WORLD PEACE

in the words of
Benedict Gimbel, Jr.
President, WIP

"In the belief that finding peace is the noblest of all purposes, Radio Station WIP has opened its microphones not only to the world's distinguished citizens but to those people who have earnest thoughts on peace and who have not, until now, had a medium of expression. If only one idea in our Search for Peace is heard by one thinking person who acts upon it, our purpose will be accomplished."

PEARL BUCK
"Our real problem is the different levels of the achievements of people. I believe that there has to be a large organized effort, which not only includes nuclear weapons, but includes world trade, and world food, and world health, on a scale such as we have not imagined yet, before we can talk about peace as a possibility."

ARNOLD J. TOYNBEE
". . . After all, our western world has been in a privileged position. We are a small minority in the world and we have been much richer and more powerful than the majority of the human race. I think if we really mean to be the free world, we have got to come off that and get back to a position of equality with other people."

MARTIN NIEMOELLER
"Man is different from other creatures because he is responsible for his doings. He is free to choose and free to decide. If his choices and decisions are no longer his, he becomes less than human. Freedom is part of the human essence. In the perfect society of Communism, there would be no space left for this kind of freedom."

SEND NOW for this series of 30 programs for your station. Full kit of working materials available without cost.

Write on your station letterhead to:

SEARCH FOR PEACE
Radio Station WIP, Philadelphia 7, Pa.

Some of the informed people who have been heard on "SEARCH FOR PEACE"

HARRY SCHWARTZ
Russian Authority, *New York Times*

SIR LESLIE PLUMMER
Member English Parliament

ARNOLD J. TOYNBEE
Leading Contemporary Historian

BERTRAND RUSSELL
Philosopher

PEARL BUCK
Nobel Prize Winning Authoress

EUGENE LYONS
Senior Editor, *Reader's Digest*

MARTIN NIEMOELLER
Anti-Nazi Religious Leader

THOMAS FINLETTER
Former Secretary of Air Force

WALTER LIPPMANN
Political Analyst

REX STOUT
Author

NORMAN COUSINS
Editor, *Saturday Review*

CLIFFORD CASE
Senator from New Jersey

Talk about BUYING POWER...

"$50 Million MORE than the year before"

—that's the forecast for
just one part of the family groups
you reach when your products are advertised
on this most-seen screen

These are great days for the tobacco farmers of eastern North Carolina . . . and for the varied industries, tourist businesses, educational institutions and other segments of the WRAL-TV coverage zone.

They will be great days for you, too, if you make good use of your selling opportunities on this TOP station, with a consistently superior rating record in the Raleigh-Durham area . . . first in every ARB survey. Get all the facts—fast!

4-CAMERA MOBILE UNIT • VIDEOTAPE RECORDER • LARGE NEW STUDIOS

WRAL-TV RALEIGH NORTH CAROLINA

FULL POWER CHANNEL 5 • NBC AND LOCAL COLOR

Carolina's Colorful Capital Station

Serving the area from Greensboro to the coast, from Virginia to the South Carolina line— a total of more than 2 million population.

REPRESENTED BY H-R, INC.

AWARDS CONTINUED

Gordon McKay professor of applied physics, Harvard U., for "fundamental and original contributions to the maser" (microwave molecular oscillator and amplifier), the Harry Diamond Memorial Award, to Jack W. Herbstreit, chief of the tropospheric propagation research section, National Bureau of Standards, "for original research and leadership in radio-wave propagation," and the Vladimir K. Zworykin Television Prize to Paul Weimer, group leader of pick-up tube research, RCA Labs, for "contributions to photoconductive-type pickup tubes."

Mich. Broadcasters Assemble, AP News Awards Distributed

The Michigan Broadcasters' Assn. and the Michigan Assn. of Radio and Television Broadcasters held a joint meeting last Wednesday (Sept. 10) at Hidden Valley (also see page 66). Oliver S. Gramling, AP assistant general manager, addressed the group.

Awards were made in the state AP Broadcasters' first annual news competition. WMTE Manistee was named broadcasting "member of the year." The other winners (in each category the first-named station is the metropolitan division winner, the second non-metropolitan):

RADIO

Best local regularly scheduled news show: WWJ Detroit and WHLS Port Huron. Special mention: WPON Pontiac.

Best local regularly scheduled farm show: WJR Detroit and WHFB Benton Harbor.

Best local regularly scheduled sports show: WJR Detroit.

Best local special events coverage: WCBY Cheboygan. Special mention: WMTE Manistee.

Best documentary program: WSOO Sault Ste. Marie. Special Mention: WHFB Benton Harbor.

Best editorial or commentary program: WJBK Detroit and WHLS Port Huron.

General excellence of news presentation: WWJ Detroit and WCBY Cheboygan.

TELEVISION

Best regularly scheduled news show: WJBK-TV Detroit.

Best local special events coverage: WWJ-TV Detroit.

Best documentary: WWJ-TV Detroit, and WKZO-TV Kalamazoo.

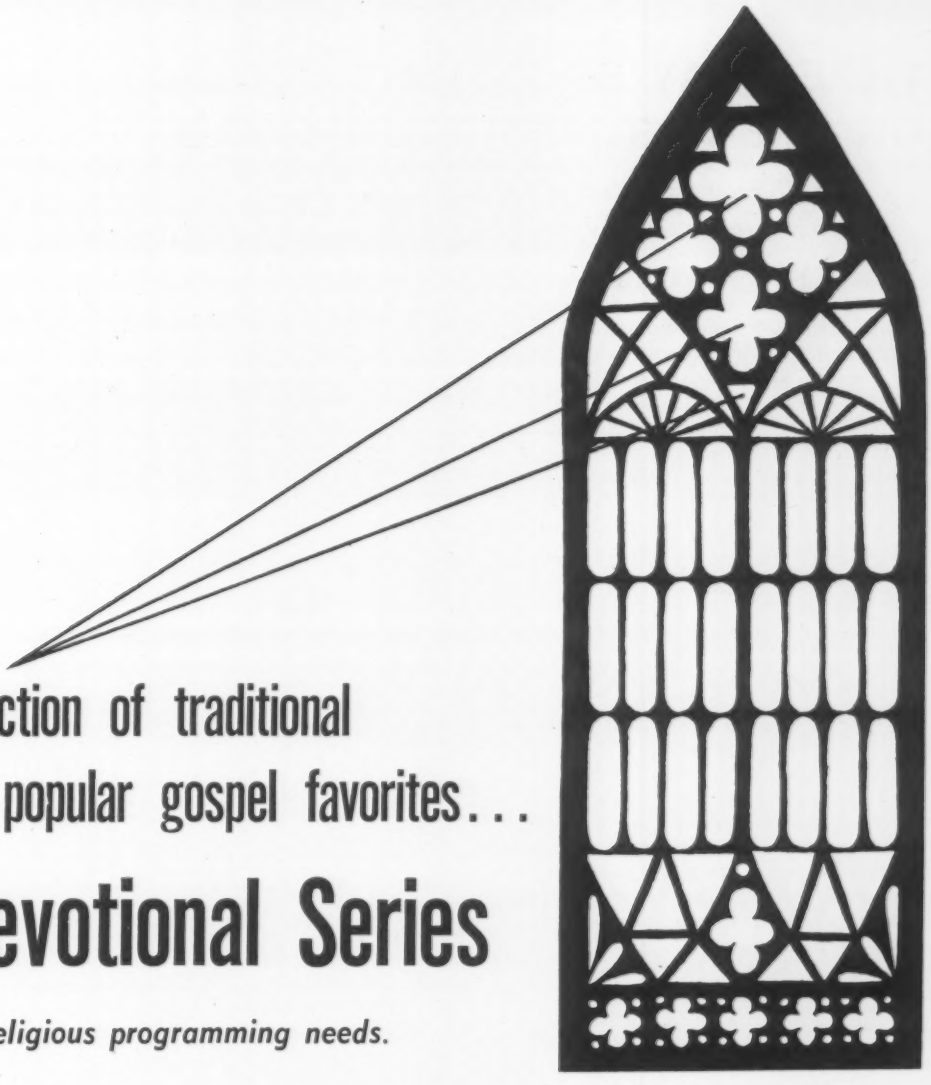
Best editorial or commentary: WWJ-TV Detroit, and WKZO-TV Kalamazoo.

General excellence of news presentation: WWJ-TV Detroit. Second place: WJBK-TV Detroit.

AWARD SHORTS

Paul Coates, KTTV (TV) Los Angeles personality, lauded in Los Angeles City Council resolution for his investigation and expose of deplorable conditions in some L.A. homes for the aged. Expose was reported on Mr. Coates' KTTV evening show and in his L. A. *Mirror-News* column.

Lee Rothman, program director of WRIT Milwaukee, honored with Milwaukee Music Industry Award's "Millie" citation for outstanding public service work by air personality past year.



An outstanding collection of traditional religious music and popular gospel favorites...

SESAC's Devotional Series

A low-cost answer to your religious programming needs.

RISE UP, OH MEN OF GOD

A superb series of 52 five-minute religious featurettes, integrated into a simple easy-to-program format. A short inter-faith devotional coupled with a three- or four-minute traditional non-denominational selection. Ideal for sign-on and sign-off, noon offering, or for any part of the day all year long. Complete series including scripts and over 75 selections on high-fidelity 16-inch ET's containing anthems, chorales, carols, etc.

Only $29.50

SING BROTHER SING

A soul-lifting gospel series with 26 quarter-hour shows. Sung by a wide variety of gospel performers featuring quartets, solos with vocal accompaniment and choral renditions on high-fidelity 16-inch ET's from the SESAC Transcribed Library. Outstanding program material for use throughout the year. Complete series including scripts and well over 100 popular gospel favorites.

Only $49.50

Special Combination Offer

$75.00 for both series

To receive sample show(s) or to order now . . .

USE THIS HANDY COUPON

SESAC INC. The Coliseum Tower
10 Columbus Circle
New York 19, N. Y.

SESAC INC.
10 Columbus Circle
New York 19, N. Y.

Gentlemen:

Kindly enter my order (check enclosed) for SESAC's

- ☐ Devotional Series Combination including both shows at $75.00 complete.
- ☐ "Sing Brother Sing" at $49.50.
- ☐ "Rise Up, Oh Men of God" at $29.50.

Kindly send free script(s) and disc(s) from SESAC's:

- ☐ Devotional Series.
- ☐ "Sing Brother Sing"
- ☐ "Rise Up, Oh Men of God"

Name & Title _____

Call Letters _____

Address _____

City _____ State _____

THREE-WAY SPOTLIGHT FOCUSES ON TREND TO AIR EDITORIALS

- **Growing practice to be mulled at NAB meetings**
- **Survey findings: more stations broadcasting opinion**

Radio and tv editorializing, practiced by a growing minority of stations, will become a topic of intense industry study this week as the NAB Fall Conferences opening Sept. 18 in Biloxi, Miss. (see page 60).

New information on the extent of editorializing became available on the eve of the NAB meetings:

• An all-station survey conducted for the 1958 BROADCASTING YEARBOOK, to be in the mails late in September, revealed that 36% of radio stations and 25.8% of tv stations editorialize daily, weekly or occasionally (see box).

• Using a different formula, Radio Advertising Bureau found that 26.2% of radio stations surveyed reported they now editorialize on a regular basis.

The first of a series of eight broadcast discussions of editorializing will be held Thursday morning at the NAB's Biloxi meeting, with Dan Kops, WAVZ New Haven, Conn., and Vincent T. Wasilewski, NAB government relations manager, leading the session. Mr. Kops has been active in development of news programming and editorializing. He is a member of the NAB Radio Board.

NAB's Committee on Editorializing decided to make a fact-finding study of editorializing at a meeting held Sept. 10 in Chicago. Going into the field, the committee will try to determine how and why stations editorialize, or why they do not. The material, along with an analysis of FCC policy, will be submitted to the NAB Board of Directors at its winter meeting.

NAB's study was originally conceived by the board at its June meeting [TRADE ASSNS., June 23]. A member of the special editorializing committee will take part in each fall conference. Members who attended the Chicago meeting were Alex Keese, WFAA Dallas and Joseph E. Baudino, Westinghouse Broadcasting Co., co-chairmen; Mr. Kops; C. Wrede Petersmeyer, Corinthian Broadcasting Corp.; Robert L. Pratt, KGGF Coffeyville, Kan.; G. Richard Shafto, WISTV Columbia, S. C., and Willard E. Walbridge, KTRK-TV Houston. All are NAB directors.

More than one-fourth of radio stations now editorialize on a regular basis, the Radio Advertising Bureau survey indicated.

Highlights of the study, which was released by RAB Vice President and General Manager John F. Hardesty at the RAB Regional Management Conference held Thursday and Friday at Sequoyah State Park, Okla., were summarized by RAB as these:

• A total of 26.2% of radio stations surveyed now editorialize.

• Most editorials fall in the one-minute length, carried at an average rate of 10 a day.

• The topics 90% of the time are local.

• Topics are selected by management and the editorials usually are delivered by management, but most often they are prepared by the news department.

• Editorializing is more prevalent among independents (32.5%) than network affiliates (23.1%). It is most apt to occur in small markets (29% of these stations editorialize), but is done more often in large markets (25% of stations) than in medium-size markets (23.5%).

• Of the editorializing stations 37% started the practice in 1956 or before; 42% started in 1957 and 21% started this year (the survey was made in July and August 1958).

RAB's presentation on the editorializing study listed a number of examples, by size of market and station, to indicate the range of subjects covered in broadcasting the editorials.

In a market of 6,000 population, for example, a 250-w independent tackled a school bond issue while in a town of 15,000 another 250-w independent took to the air about lack of police cooperation with radio. In a town of 41,000 a 5-kw independent editorialized on a telephone rate increase. A 1-kw independent in a market of 123,000 endorsed a specific political candidate. A 50-kw network affiliate editorialized on juvenile delinquency, a 5-kw affiliate attacked a newspaper feature it didn't like, and a 1-kw independent in a market of 685,000 solicited support for the local baseball team.

The presentation offered profiles of the editorializing policies of several specific stations:

WMCA New York, 5-kw independent, has a quarter-hour editorial program, broadcast Friday and Sunday nights, which has been on the air since 1954. Topics, selected by an editorial board headed by the owner Nathan Straus, have included such questions as housing, education, patronage, Adam-Goldfine and park use and abuse. The public service department prepares the editorials in cooperation with owner Straus, who delivers them. Ground rules, in addition to an offer of equal time to reply, include sending copies of the script to everyone mentioned. WMCA estimates that it gets requests for equal time in one case out of three.

In addition to the weekly program, WMCA runs announcement editorials periodically. An example is a campaign for fluoridation, when the station ran 10 one-to-two-minute editorials a day over a period of 10 months. The copy included beep-phone interviews and jingles submitted by listeners in a contest. Overall, WMCA has had scripts of six editorials entered in the *Congressional Record*, and reports "tremendous listener response."

KVFD Fort Dodge, Iowa, a 250-w independent, has been editorializing since 1955. It carries four editorials a day, each from three to five minutes in length and each broadcast twice. The manager writes

How They Reported on Editorializing

Radio stations do more editorializing on the air than television stations according to an industrywide survey conducted for the new BROADCASTING YEARBOOK.

Based on answered questionnaires supplied by over three-fifths of all the am and tv stations on the air, the survey showed:

• 1,181 am stations, 36% of those on the air, are editorializing daily, weekly or occasionally.

• 131 tv stations reported they are editorializing, 25.8% of those on the air.

The editorializing survey will be one of hundreds of features appearing in the first combined radio-tv YEARBOOK published by BROADCASTING and scheduled for distribution soon.

An earlier survey conducted last winter by BROADCASTING showed that roughly a third of all radio stations and slightly lower proportion of tv stations editorialize daily or occasionally [PERSPECTIVE '58, Feb. 24]. That survey, broken down by types of markets and network-independent status, showed that about one out of six editorializing radio stations do so on a daily basis. The tv daily figure was a little below this proportion.

While the winter survey is not directly comparable to the YEARBOOK compilation, station comments and a scanning of the questionnaires indicate the practice of taking editorial positions on issues of the day is growing.

A summary of the YEARBOOK tabulation, based on an editorializing query appearing on questionnaires used in compiling station directory listings, is broken down by type of station (am radio and tv) and by frequency (daily, weekly, occasionally). The question read: "Does station editorialize? Yes——; No——. If Yes, how often? Daily——; Weekly ——; Occasionally——."

The am radio results follow:

Stations reporting they editorialize 1,181
Total am stations on the air 3,281
Percent editorializing 36.0%
Of stations editorializing 17.9% do so daily, 9.4% weekly, 72.7% occasionally.

Tv results:

Stations reporting they editorialize 131
Total tv stations on the air 508
Percent editorializing 25.8%
Of stations editorializing 8.4% do so daily, 9.2% weekly, 82.4% occasionally.

RUB A DUB DUB

THREE MEN IN A TUB . . . is a pretty outmoded way of getting anywhere in our estimation. And the same holds true for three spots on a break. While some TV stations are still at sea about the situation, we have a *firm policy* that we *will not sell* more than two spots on any station break.

KSLA-TV is also a *strict subscriber* to the NAB Television Code of Good Practice. No pitches . . . no PI's . . . and equally as important to the TV industry as a whole, *no rate cutting.*

So please don't ask us to triple spot. Our Captain's a stickler for keeping his log up-to-date.

KSLA TV

basic CBS *channel* 2 *shreveport, la.*

Represented by PAUL H. RAYMER CO., INC.

and delivers one, members of the news staff three. Each writer selects his own topic, but all "write as taxpayers and citizens, not as political partisans." One strip of editorials has been sold to a bank and a savings and loan association.

WWDC Washington, 5 kw and also an independent, carries 10 one-minute editorials a day, plus four on WWDC-FM. The 14 consist of seven a day, each used twice. WWDC has been editorializing regularly since last March, has tackled such subjects as sex degenerates, housing code, sewage disposal, Pentagon reorganization, school segregation and flag day. Ben Strouse, president and general manager, picks the topics and delivers the editorials, written by the news editor.

KMOX St. Louis, 50-kw CBS station, started in June to take an editorial stand "when subject matter dictates." It does so in half-hour panel discussions, scheduled Monday at 6 p.m., with two panelists on each side and the station manager stating the station's position. Station manager and news department select the topics and the editorial is written by the news department. Topics have included fluoridation ("for it") and fireworks ("against 'em"). Station reports "much listener reaction" and "excellent" newspaper and trade press coverage.

KFAB Omaha, 50-kw NBC affiliate, carries one-minute editorials eight to ten times daily, every day. It started the practice this year. A newsman delivers the editorials, which are selected and written by a committee including the manager, news editor, two newsmen and the program director. They cover such subjects as local taxes, state highway traffic, and national and international issues. Though equal time is offered when an opposition group exists, "only one accepted and [it] chickened by airtime." Results: "Generally good, including bouquet from president of city council."

Art Lund

Campbell-Mithun, Inc.
Minneapolis

Please note that WMBR-TV in Jacksonville, Florida has changed its call letters to WJXT. A new name—but still the same old habit of leadership, with the largest audience in all of Northern Florida and Southern Georgia. WJXT, operated by the Washington Post Broadcast Division, represented by CBS Television Spot Sales.

WJXT

channel 4, Jacksonville

N. Y. Assn. Gets Tips On Securing Clients

Two agency experts and a ratings service executive told members of the New York State Assn. of Radio & Tv Broadcasters, meeting in New York last Wednesday, how best to sell their stations to potential clients.

Arthur Pardoll, group media director of Foote, Cone & Belding, and Frank Silvernail, retired station relations manager of BBDO and now a consultant to BROADCASTING, were in general agreement on a wide range of "how-to" suggestions. Dr. Sydney Roslow, director of the Pulse Inc., told the group that the importance of being No. 1 in ratings has diminished with the increasing amount of other data, qualitative as well as quantitatve, that has become available on the type of audience delivered.

The association's retiring president, William Doerr, WEBR Buffalo, presided at the sessions (for new officers, see box).

Mr. Pardoll sounded a warning that agencies will become progressively more "sensitive" to overcrowding of commercials. He noted a trend among radio stations to place more than 20 commercials within an hour, declaring that this obviously dilutes an advertiser's message.

In discussing so-called "formula" stations, Mr. Pardol said he doubted if there is such a thing as a "set formula" and indicated the knowledgeable buyer would look for "balanced programming." He warned also of too frequent emphasis on station's call letters —setting them to music and in jingles, etc. —as competing with the advertiser for the listener's attention.

His "tips" for stations to present to a buyer included: program compatibility with a message, customers reached by a program, personality influence, retailers' local acceptance, amount and type of public service programming, integrity of station, extent of interest in advertiser's problems, voluntary improvements in previous schedules and merchandising cooperation.

Mr. Silvernail stressed the importance of station owners and managers making time-buyers aware, personally whenever possible, of the "intangibles" and other factors of station audience and station standing, apart from rates.

"I mean," he said, "such factors as the character and experience of your station personnel, your local position in the community, the details of your special programs broadcast for local interest and convenience as well as local necessity, and the type of local merchandising and publicity you are equipped to give to make the client's campaign sell outstandingly."

He noted that ratings, although they "do have an important place, of course," originally were intended exclusively for use of station and program managers. Now, he said, they have become in too many cases "a substitute for real knowledge of the kind of audience each station really has, or the unique programs you have designed, that could be used with accuracy to reach just the right age, occupation, income, sex, personal interests or hobbies . . . in order to sell our clients' particular products most efficiently."

He wondered "whether all of you have made [buyers] conscious that a list of your local accounts can be very illuminating indeed to buyers for national accounts. Do they realize that local advertisers know you a lot better than we do, or perhaps ever can?"

Mr. Silvernail said "it is a relief to note that the sounder stations, under more experienced managerment, are announcing firm policies against taking orders that would involve . . ." triple spotting which "could perhaps" be blamed on advertisers who would accept any availability when one station markets were prevalent.

Dr. Roslow stressed the amount of audience information that is available aside from ratings—effectiveness studies, out-of-home audiences, cumulative audiences, audience composition data, studies showing differences between newspaper and television audiences, "station image" studies going into the factors important in determining the audience, and similar qualitative material.

He said a study in one city with two leading independent radio stations and one network affiliate showed that, measured in terms of "exciting vs. dull," "interesting vs. boring," etc., the affiliate was at least slightly and sometimes substantially ahead of the independents. Yet, when investigated separately by sex of listeners, one independent was "far ahead in terms of male respond-

NEW YORKERS ELECT

Election of new officers was held Wednesday (Sept. 10) at the New York State Assn. of Radio and Television Broadcasters with Robert J. Leder, vice president-general manager of WOR-AM-TV division of General Teleradio Corp., New York, picked as president of the group for the new year. Other new officers elected last week were Paul Adanti, WHEN-TV Syracuse (first vice president); H. Stilwell Brown, Rural Radio Network, Ithaca (second vice president); George Dunham, WNBF Binghamton (treasurer); Elliott Stewart, WIBX Utica (secretary). Association directors are: Sam Slate, WCBS New York; Bill Davidson, WRCA-AM-TV New York; Charles Henderson, WLEA Hornell; Tom Murphy, WTEN Albany, and E. R. Vadeboncoeur, WSYR-AM-TV Syracuse. Retiring officers are President William Doerr Jr., WEBR Buffalo, and First Vice President Gordon Gray, WOR-TV New York.

from the heart of Pittsburgh to the entire tri-state area!

WIIC

CHANNEL

11

REPRESENTED BY

BLAIR-TV

BASIC

NBC

AFFILIATE

WIIC PITTSBURGH 14, PA.

Telephone: FAirfax 1-8700

TWX: PG 16

ents and considerably behind in terms of the women," he stated.

Studies of people who tune in only for entertainment, he reported, "show a significant plus for the network stations over the independent stations."

Dr. Roslow concluded: "We feel that these station image studies will enable the station operator to define his audience in terms of program preferences, audience composition, in-home vs. out-of-homes audience, listener concepts of the station, etc. These can then be compared with the overall market characteristics and competitive station characteristics. A determination can then be made of the direction the station management wishes to go and programming and promotion can be planned to accomplish this."

Career Talk for N. Y. Ad Women

Advertising Women of New York Foundation Inc. will hold its second annual career conference for women college students on Nov. 15 at Fordham U. in New York. College women from the New York metropolitan area will be invited to participate in round-table discussions on opportunities in the advertising field and listen to a panel of speakers, including author Martin Mayer *(Madison Avenue, U. S. A.)*, free-lance writer Charlotte Montgomery and Margot Sherman, vice president on the creative plans board of McCann-Erickson and 1958 Advertising Woman of the year.

Blair Veddar

Needham, Louis & Brorby, Inc.
Chicago

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WJXT

channel 4, Jacksonville

NAB FALL SLATE OPENS THURSDAY

NAB will open its annual autumn round of regional conferences Thursday (Sept. 18) at the Buena Vista Hotel, Biloxi, Miss. Eight meetings will be held around the nation, concluding Oct. 27-28 in Washington.

A new type of convention format has been devised for the Fall Conferences, as they are now termed by NAB. Programming will be concentrated in a 1½-day period, winding up with an advertiser-agency guest speaker at the second day's luncheon.

The name "Regional" is no longer used for the fall meetings because NAB members had felt obligated to attend the meeting held in the geographic boundaries of their particular region. While some of the 1958 conferences are being held at remote resort sites, future conferences will be held in major cities enjoying convenient transportation facilities.

NAB President Harold E. Fellows will head the NAB flying squadron of staff executives who will take part in conference programming. The meetings are being held in two groups, the second group of four sessions opening Oct. 13 in Milwaukee. Only station personnel of NAB members are allowed to attend.

A new feature of the 1958 conferences will be a panel on editorializing, to be moderated by Vincent T. Wasilewski, NAB government relations manager. This discussion will be held on the opening morning. Others speaking at the first session are Charles H. Tower, manager of NAB's broadcast personnel-economics department, discussing "Profit or Loss"; Donald N. Martin, assistant to the president for public relations, "Public Relations Pays"; and Mr. Wasilewski in a discussion of Washington developments.

President Fellows will be the speaker at the opening luncheon. The first afternoon will be divided into radio and tv groups. John F. Meagher, NAB radio vice president, and Thad H. Brown Jr., tv vice president, will direct the respective sessions [TRADE ASSOCIATIONS, Sept. 8]. A broadcast promotion film, "Hear and Now" will be shown at the radio meeting.

Second-day luncheon speakers for six of the fall conferences have been announced by President Fellows. William H. Thomas, radio-tv director of Fitzgerald Adv. Agency, New Orleans, will speak Friday at Biloxi. Other luncheon speakers are: Oklahoma City, Sept. 23, Dr. Melvin S. Hattwick, advertising director, Continental Oil Co., Houston; Sun Valley, Idaho, Sept. 26, William Niscannon, general manager, Pacific Trailways Co., Bend, Ore.; San Francisco, Sept. 30, Charles Stuart Jr., advertising manager, Bank of America, San Francisco; Minneapolis, Oct. 17, J. Cameron Thompson, board chairman, Northwest Bancorporation, Minneapolis; Washington, Oct. 28, Felix W. Coste, vice president and marketing director, Coca Cola Co., New York.

Only one equipment exhibitor will show at the conferences. Ed Hochhauser, of Muzak Corp., will display the company's new Programatic broadcast service at Oklahoma City, San Francisco, Milwaukee, Boston and Washington. As customary, many NAB associate members will have entertainment suites at the conference hotels.

FORBIDDEN FILM

NAB has turned television producer for the Fall Conference series starting Sept. 18 at Biloxi, Miss.

A 16-minute film to be shown by the NAB Tv Code Review Board will dramatize program and advertising material not permitted by the Tv Code. Cheesecake scenes, violence, blue comments about romance, boudoir intimacies, cruelty to animals and profanity are included in the demonstration of what not to do.

The film will portray a gruesome array of commercial violations. Whitecoat scenes, jammed station breaks, unacceptable items and personal products will be shown.

Edward H. Bronson, NAB director of tv code affairs, will conduct a tv code session on the second morning of each conference. The session will open with a filmed message from Roger W. Clipp, WFIL-TV Philadelphia, chairman of the tv code board. The code film was written by Charles Cady, assistant tv code director, and produced under direction of Gene McPherson, production director of WBNS-TV Columbus, Ohio.

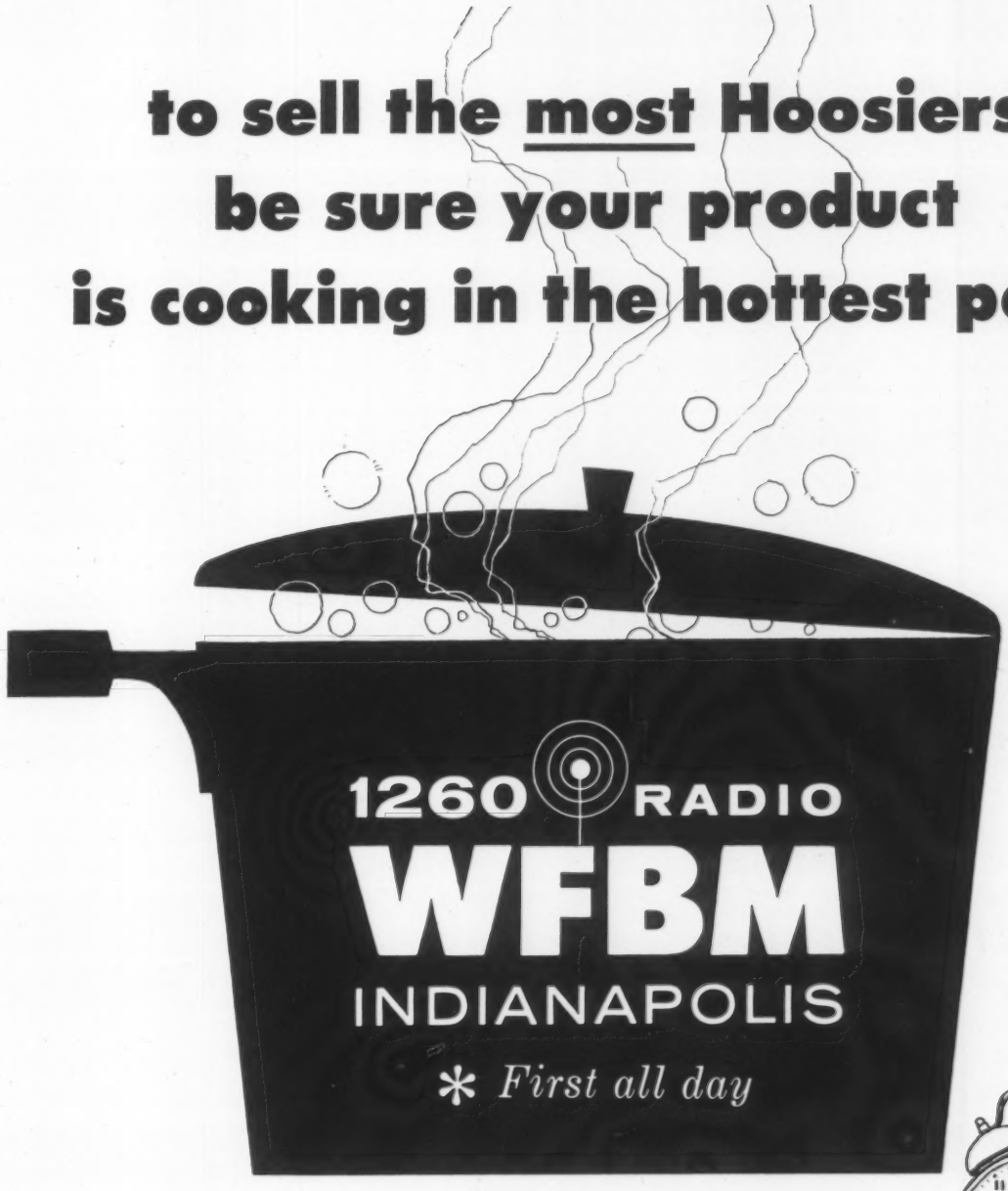
NAB Will Employ Animated Spots To Publicize Television Role

Promotion of television's role in American life by use of a series of 10-second animated spots was approved Sept. 10 by the NAB Tv Public Relations Committee at a Chicago meeting.

C. Howard Lane, KOIN-TV Portland, Ore., chairman of the committee and of the NAB Tv Board, said the campaign calls for a $25,000 appropriation. Production will start in a few days, with a test series of 12 10-second spots to be produced by Pintoff Productions, New York.

The spots will be released in National Television Week, Nov. 16-22, and will continue during December and January. Results will be reviewed by the Tv Board at its winter meeting. The spots will be correlated with promotional efforts of Television Bureau of Advertising. NAB's public relations service, headed by Donald N. Martin, public relations assistant to President Harold E. Fellows, drew up plans for the campaign. The project was explained by Thad H. Brown Jr., NAB tv vice president. Committee members attending besides Chairman Lane and NAB executives were G. Richard Shafto, WIS-TV Columbia, S. C.; C. Wrede Petersmeyer, Corinthian Broadcasting Corp., and Ward L. Quaal, WGN-TV Chicago.

to sell the most Hoosiers be sure your product is cooking in the hottest pot!



every minute is a selling minute on WFBM

• **First all day** . . . "most listened to" and hottest of any as indicated by recent audience studies!*

Why? Because WFBM sounds *good* to Hoosiers —fresh, exciting and neighborly. It's the "go-ingest and growingest" station in the market!

City's biggest news staff of 12 men and 3 mobile units keep WFBM's audience best informed. Hot local news gets on-the-spot priority handling . . . fast-moving world-wide coverage by exclusive WFBM-TIME Washington News Bureau.

Top personalities are warmly human, strongly appealing. Their audiences grow week after week . . . and remain attracted to WFBM's popular, more diversified programming.

You have every reason to place saturation spot campaigns here, where you reach an even larger *cumulative* audience. Check WFBM first—*where every minute is a selling minute!*

*C. E. Hooper, Inc. (7 a.m. - 6 p.m.) June, 1958

Represented Nationally by the **KATZ** Agency

Poll of Members to Decide 1959 NAB Convention Topics

NAB members will decide what topics they want to discuss at the 1959 industry convention, to be held March 15-19 in the Conrad Hilton Hotel, Chicago.

The association's Convention Committee, meeting Sept. 11 in Chicago, drew up a list of suggested topics to be covered at the convention. The list will be circulated among members to find their preferences.

Convention exhibits will be limited to associate members who manufacture technical equipment used in operating stations and networks.

Ideas for the annual Broadcast Engineering Conference, to be held concurrently with the convention, are being submitted to A. Prose Walker, NAB engineering manager. The conference program committee will meet Oct. 8 in Washington.

Attending the convention committee meeting were Robert T. Mason, WMRN Marion, Ohio, and G. Richard Shafto, WIS-AM-TV Columbia, S. C., co-chairmen; John H. DeWitt, WSM Nashville, Tenn.; William Holm, WLPO LaSalle, Ill.; J. Frank Jarman, WDNC Durham, N. C., Radio Board chairman; C. Howard Lane, KOIN-TV Portland, Ore., Tv Board chairman; C. Wrede Petersmeyer, Corinthian Broadcasting Corp., and James D. Russell, KKTV (TV) Colorado Springs, Colo., all NAB directors.

Representing NAB were President Harold E. Fellows; Everett E. Revercomb, secretary-treasurer and convention manager; John F. Meagher, radio vice president; Thad H. Brown Jr., tv vice president; Howard H. Bell, assistant to the president for joint affairs, and Donald N. Martin, public relations assistant to the president.

William Thomas

Fitzgerald Advertising Agency, Inc.
New Orleans

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WJXT

channel 4, Jacksonville

ANPA Statistics Slug Tv, Plug 'Advantages' of Print

A "study" released last week by the Research Department of The Bureau of Advertising, American Newspaper Publishers Assn., claims that newspaper advertising, on the basis of cost-per-thousand on its own uniquely-devised comparison, has a "clear-cut advantage over television—daytime or nighttime."

Different sets of "calculations" in the Bureau's study, "Valuable Data About Newspapers," give newspapers "a superiority ranging from 38% to 79% over network tv," according to Bureau officials. The study presents the following "comparisons":

- A 600-line newspaper ad (quarter-page) produces 1,000 "noters" for $5.52 against $7.63 per 1,000 commercial viewers for a "typical" 30-minute evening network show (a difference of 38%).
- The comparison of a 200-line ad with a single commercial on a half-hour evening program produces a cost differential of 79% in favor of newspapers, with cost per thousand for newspapers of $2.74 and for tv for $4.91.
- A 600-line grocery ad in newspapers delivers 141 "confirmed women noters" for every 100 women noters of commercial messages on a quarter-hour daytime show (a difference of 41%).
- A 200-line grocery ad produces an advantage for newspapers of 60%, as compared with a single commercial on a quarter-hour daytime tv program.

The comparisons drew initial "Why dignify this jerry-built research with comment?" responses from network quarters Thursday, while Television Bureau of Advertising noted that the ANPA "study" neglects 61.5 million people who comprise audiences under 19 years of age and totally fails to substantiate the basis of its tv basic statistics, aside from stating a few were taken from a trade magazine. How ANPA can so blandly assume a 600-line ad measures comparably to a half-hour tv show seemed to be the question asked by tv spokesmen.

VFW Supplants Junior C of C In Voice of Democracy Contest

Veterans of Foreign Wars will replace the U.S. Junior Chamber of Commerce in handling local competition for the annual Voice of Democracy broadcast essay contest. NAB and Electronic Industries Assn., co-sponsors, announced the VFW cooperation Sept. 13. The junior chamber dropped out of the contest last February after a dispute over operating details.

In joining NAB and EIA, John W. Mahan, VFW commander-in-chief, said the contest over the past 11 years has done much "to encourage young people to discover for themselves the personal meaning of democracy in their own lives."

Look to Print Media For What to Play—RAB

RAB President Kevin Sweeney, who ordinarily encourages stations to fight newspapers and magazines for the advertiser's dollar, last week advised them to take a lesson from the print media.

Speaking at the RAB regional management conference at Palo Alto, Calif., on Monday and Tuesday, he released analyses of newspaper and magazine editorial formats and noted that they show "an amazing agreement by print media as to what interests people." He said the analyses thus offer "a huge opportunity for radio to extend its audience by covering these fields of editorial interests."

The report, described as one of more than 90 presented to the 60 station owners and general managers at the Palo Alto session, said that "people want more news, information and features on (1) health and medicine, (2) personalities, (3) local happenings, (4) science—in approximately that order. This should be a guide to program and news directors of both affiliates and independents in developing additional non-musical programming."

The report cited findings of the 1958 Survey Research Center study of newspaper reader preferences and, for the magazine data, officials said RAB checked those with strongest newsstand sales and extracted on a page-order basis the amount of attention devoted to subject categories.

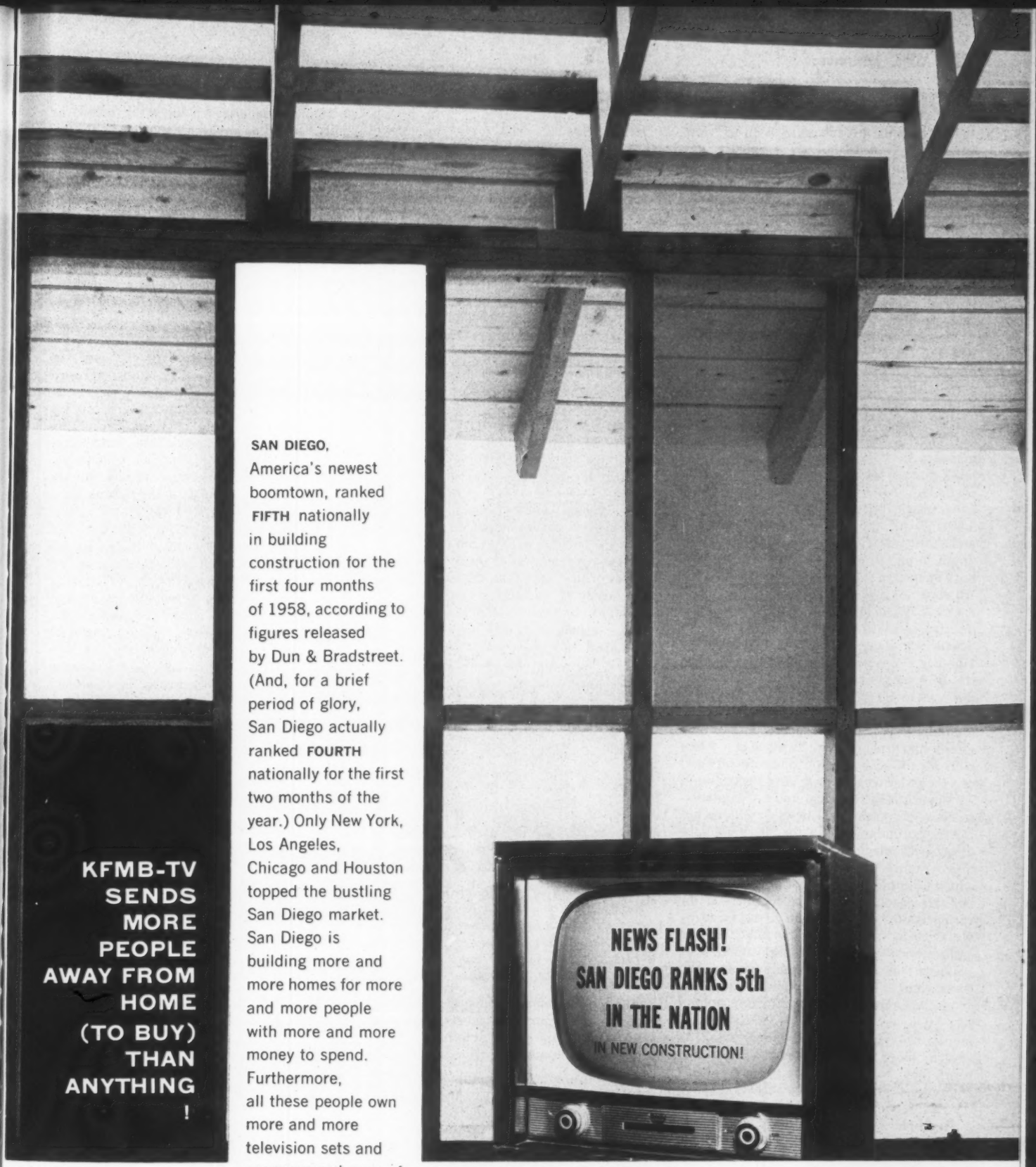
"The most important trend in the strongest magazines," the report said, "is clearly a continuance of the five-year-old practice of telling the story of people—most often people involved in sensational news. Somewhere between one-third and one-quarter of the largest-selling, non-specialized periodicals are devoted to biographical stories of the prominent. They range this week from Hyman Rickover to Brigitte Bardot.

"Marriage and children, and the problems thereof; science; the stories of people—humble and prominent—and how they live, and crime constitute about 80% of the total non-fiction coverage of the most successfull magazines. . . . All of these areas of interest, plus those spotlighted by the 1957 Gallup report on what people are interested in, should be guides to expanding radio's 'interest base.' The Gallup report found high interest in heart-rending personalities and all local events. And in each of these areas stations will find much to exploit."

Other reports at the meeting covered a range of subjects including policies on disc-jockey talk, salesmen's compensation, program gimmicks, automatic logging and billing, and collection policies. The Palo Alto meeting was one of two RAB management conferences held last week out of seven scheduled this month.

Tv Code Board to Meet in S.F.

NAB's Television Code Review Board will hold its quarterly meeting in San Francisco Oct. 1-2. Representatives of Alliance of Tv Film Producers will join the code board members in a review of film industry participation in the code structure.



KFMB-TV SENDS MORE PEOPLE AWAY FROM HOME (TO BUY) THAN ANYTHING !

SAN DIEGO, America's newest boomtown, ranked **FIFTH** nationally in building construction for the first four months of 1958, according to figures released by Dun & Bradstreet. (And, for a brief period of glory, San Diego actually ranked **FOURTH** nationally for the first two months of the year.) Only New York, Los Angeles, Chicago and Houston topped the bustling San Diego market. San Diego is building more and more homes for more and more people with more and more money to spend. Furthermore, all these people own more and more television sets and see more and more of your messages on **KFMB-TV.** (29 of the top 30 television shows seen in San Diego are seen on **KFMB-TV.**)

KFMB 8 TV

REPRESENTED BY
Edward Petry & Co., Inc.

SAN DIEGO

POLITICS SPICE HOOSIER MEET

The Indiana Broadcasters Assn's. "Conference on Hoosier Politics"—billed as the first of its kind organized among state radio-tv groups—lived up to advance billing in Indianapolis Sept. 5-6.

Broadcasters and politicians got better acquainted with each others' problems and mutual objectives during the two-day meeting at the Marott Hotel. So successful was the political project that IBA plans to continue it every two years during each off-year election.

Meeting under Joseph Higgins, WTHI-AM-TV Terre Haute, IBA exchanged views of industry and state problems and imported three network executives to talk political turkey.

Key talks were delivered by Sig Mickelson, vice president of CBS Inc. and general manager of CBS News; Sam Sharkey Jr., news director of NBC Radio-Tv, and John Secondari, ABC Washington bureau chief. Other speakers included Vincent T. Wasilewski, NAB government relations department, discussing advertising, and Harold A. Smith, program promotion and merchandising, manager, Needham, Louis & Brorby. All spoke at political sessions.

Political appetite of the delegates was whetted by the upcoming fight for a U. S. Senate seat between Indiana Gov. Harold Handley (R) and Mayor R. Vance Hartke (D) of Evansville, Ind. They're fighting for the seat to be vacated by Sen. William E. Jenner (R-Ind.).

Political spotlight was turned on Saturday afternoon (Sept. 6). Mr. Sharkey noted that with an off-year election and the prospect of less extensive network coverage, "this is an opportunity for local radio-tv stations" to do a job on political news developments.

Mr. Secondari cited "the alarming lack of political imagination in recent years" and urged "more creative thinking and action which capture the imagination of the public." He posed "diminishing numbers at the voting booth" as a problem to be faced by broadcasters and politicians alike. Broadcasters must consider material supplied by politicos "in terms of timely events and competition," he told the political gathering.

Mr. Mickelson said that covering politics is a "two-way street" for broadcasters and politicians—viz., radio-tv news can do "much more for officeholders" and, in turn, they "can do much to help to lift restrictions" now on broadcasters [TRADE ASSNS., Sept. 8].

Highlight of the Saturday conference, following the three network talks, was the filming and recording of two actual news conferences for later use by tv and radio stations in the state. Appearing with Mr. Higgins as moderator in 7½-minute sequences were Indiana Gov. Harold Handley (R) and Robert Matthews, Republican state committee chairman in one, and Evansville Mayor R. Vance Hartke (D) and Charles E. Skillen, Indiana Democratic committee chairman. The Handley-Hartke 15-minute sequence was played back by WLWI (TV) Indianapolis at 10:15 that evening and was scheduled for use last week by 15 other Indiana tv outlets.

Banquet talks were given by Mayor Hartke (Gov. Handley was unable to attend), the respective state committee chairmen and Mr. Wasilewski, who spoke on advertising's contributions to the nation's economy.

Mayor Hartke lauded the IBA Hoosier political project as "something new in political life" and acknowledged that "it's high time we wake up politically. I sincerely believe you people [IBA] are leading the way to a better understanding on the part of politicians and broadcasters."

Earlier, at lunch, NL&B's Mr. Smith suggested station owners and managers might have "newer and greater opportunities ahead through the development of more state hookups—putting your facilities together more often into an Indiana-only network for various specific advertising campaigns." He cited the case involving NL&B's newest client—Oklahoma Oil Co.—which invaded Indiana Aug. 1-2 with a one-hour Herb Shriner variety show on 29 radio-tv stations. During the 36-hour campaign, Oklahoma dealers sold three times more gasoline in the area than they had the previous weekend, and the weekly average hit new highs.

Committee and sectional meeting reports dominated the general business meeting Saturday morning. Members also heard a progress report on their support of National Radio Month, using various techniques, by Richard E. Jackson, general manager, WSAL Logansport. He noted some members feel a "month is too long."

Eldon Campbell, general manager of WFBM-TV Indianapolis, suggested IBA might circularize its membership with a questionnaire, asking stations to recount any experiences they may have encountered with denial of free access to news. He pointed out Canon 35 and related restrictions haven't posed a problem in Indiana to the degree in other states and felt IBA would need "a specific test case" before taking action on such restrictions.

IBA hopes to offer a $500 scholarship to some Indiana college as a prize for the state winner of the annual Voice of Democracy contest. An Indiana radio-tv newscaster-of-the-year award also was suggested and will be explored further, along with a scholarship plan for funds to be granted to actual station personnel. IBA also proposes to issue periodic summaries on the track record of bills submitted and/or approved by the Indiana State legislature.

One of the thornier problems before the IBA is that of telephone service provided by the General Telephone Co. One station manager complained of as many as 137 line interruptions since this past June, and others suggested "inferior service." It's conceivable that IBA might start compiling a dossier on service inadequacies and perhaps carry the issue to the public service commission.

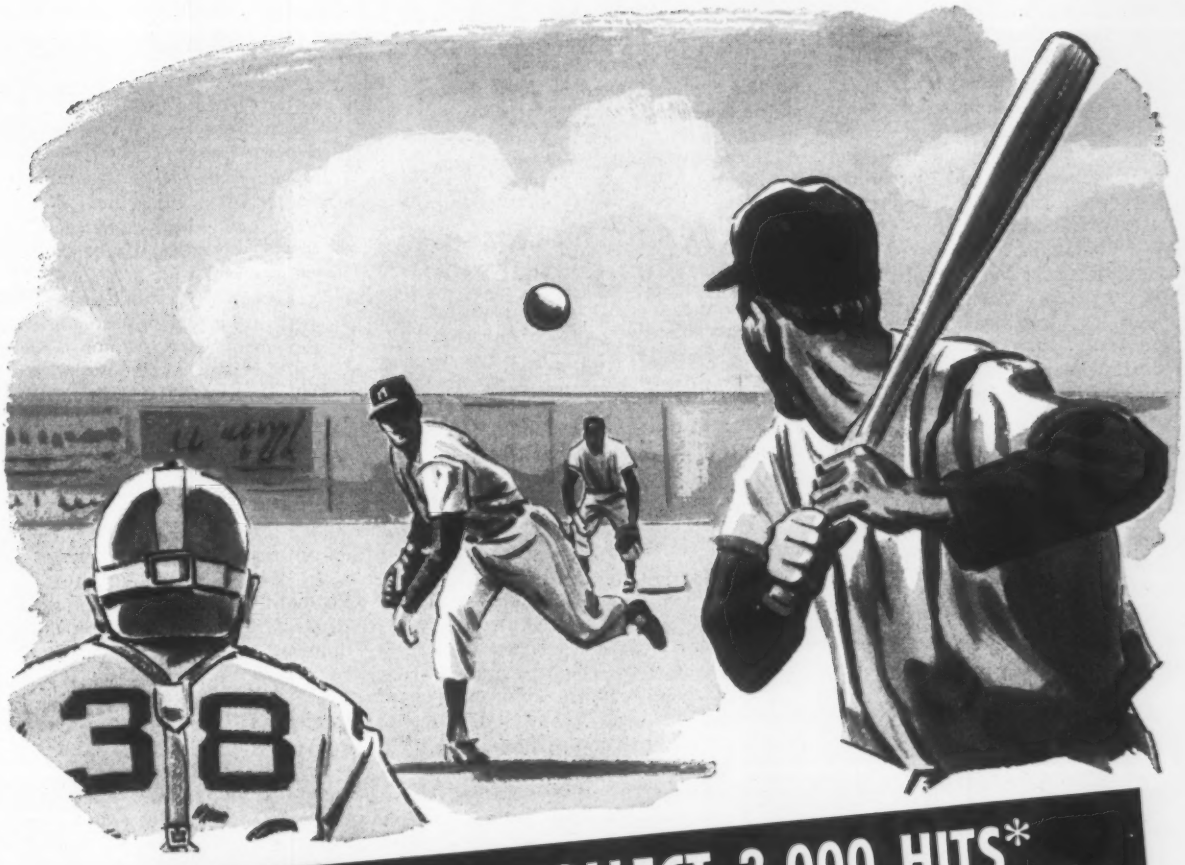
Among other subjects taken up at the business meeting were an exchange of information program for general and commercial managers and program directors; an employment placement bureau for announcers, engineers, etc. and IBA's "Living History" project. The last-named proposed contributions by stations of tape recordings and other memorabilia to an archives center to be set up at Purdue U.—material dealing with memorable state events covered by broadcast stations.

IBA members were given copies of the association-authorized preliminary study on Indiana fm and apprised of the athletics fees picture in that state and throughout the Big Ten. They were told Indiana U. would continue to do everything it can to reduce radio football fees in the Big Ten for next year and that half of the athletic directors of its schools favored a reciprocity program approach for state network setups embracing road game fees. This past year such a plan was rejected, chiefly by Michigan State U. and Michigan U. (the former was claimed to have made $40,000 out of its football network last year). Indiana U., working cooperatively with the IBA, has dropped its fees from $100 to $10 and announced plans for a new sports radio network.

Glenn Van Horn, general manager of WTTS Bloomington, described his station's policy of charging political candidates the local rate, non-commissionable, but with same frequency discounts as for other time purchases. He pointed out that, in some instances, the difference between national and local rates is substantial.

Mr. Wasilewski told the am session that there's not enough distinction between national and local rates to warrant ill will over higher charges, and that nine out of

PARTICIPANTS *at the Indiana political conference included (left picture) Gov. Harold Handley (l), Republican governor of Indiana, and Mayor R. Vance Hartke, Democratic mayor of Evansville, opponents for the Senate seat being vacated by Sen. William Jenner. At the right, Gov. Handley participates in a panel with Joseph Higgins, manager of WTHI-AM-TV Terre Haute and president of the Indiana Broadcasters Assn., and Robert Matthews, chairman of the Indiana Republican Central Committee.*



YOU MAY NEVER COLLECT 3,000 HITS*—

BUT...WKZO Radio Touches *All* the Bases for You in Kalamazoo-Battle Creek and Greater Western Michigan!

7-COUNTY PULSE REPORT
KALAMAZOO-BATTLE CREEK AREA — MARCH 1958
SHARE OF AUDIENCE — MONDAY-FRIDAY

	WKZO	Station "B"	Station "C"
6 A.M. - 12 NOON	32	22	10
12 NOON - 6 P.M.	29	22	10
6 P.M. - 12 MIDNIGHT	30	20	11

It takes just one big swing, the swing to WKZO Radio, to make many thousands of hits, every day, in Kalamazoo-Battle Creek and Greater Western Michigan.

In fact, WKZO averages *over 32%* of the total audience "hits" each day (Mon.-Fri.) from 6:00 a.m. to 12 noon *or* a tremendous *48% more* than the second-place station!

Let Avery-Knodel tell you more about WKZO Radio.

**Only eight major leaguers have ever accomplished 3000 hits in a career. The most recent to reach the goal was Stan Musial (on May 13, 1958).*

AM — TV — FM

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC, MICHIGAN
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS
WMBD-TV — PEORIA, ILLINOIS

WKZO

CBS RADIO FOR KALAMAZOO-BATTLE CREEK AND GREATER WESTERN MICHIGAN

Avery-Knodel, Inc., Exclusive National Representatives

ten will charge the local rate unless it's clear-cut where the candidate is attempting to get votes. What's more, most political budgets are inflexible, it was claimed.

Mr. Wasilewski also pointed out that advertising has helped cut the cost of distribution, has created markets and has been a great public servant. He told how broadcasters cooperate with the Advertising Council and other worthy causes in promoting public welfare.

The tv session, under Mr. Campbell, was devoted to discussions of tower heights, possibility of the exchange of newsfilm among Indiana tv stations, editorializing, uniform time standards and restrictions on access to news. Last session of the Indiana State legislature passed a law restricting tower heights to 1,000 feet (500 in some cases). One broadcaster suggested the law is not quite clear on this issue. Another station manager wanted to challenge Canon 35, claiming the courts hold a "loaded gun" on broadcasters. It was recommended that stations furnish IBA with any instances where they were denied equal access to judicial, legislative or other kinds of proceedings.

The two-day meeting opened Friday (Sept. 5) with a membership luncheon. Mr. Higgins reported that both parties were "extremely enthused" about the "conference on Hoosier politics" and asserted "this typifies the fair play of broadcasting—it's way of doing reporting." He noted that a CBS Television Affiliates Assn. meeting with legislators in Washington last January did much to "clear the political climate."

Mr. Campbell reminded that "broadcasting is a business—not just a license" and pointed out Congressmen don't understand it. He felt such a "positive" conference was in order and that more stations ought to think more seriously about this "grassroots approach."

Joseph Braun

Kenyon & Eckhardt, Inc.
New York

Please note that WMBR-TV in Jacksonville, Florida has changed its call letters to WJXT. A new name—but still the same old habit of leadership, with the largest audience in all of Northern Florida and Southern Georgia. WJXT, operated by the Washington Post Broadcast Division, represented by CBS Television Spot Sales.

WJXT

channel 4, Jacksonville

Mich. Assn. Features Economics Discussion

Economic and marketing problems created by current business trends were reviewed Thursday (Sept. 11) at the opening sessions of Michigan Assn. of Radio & Tv Broadcasters, meeting at Hidden Valley, Gaylord. Agency, research and advertiser executives joined broadcasters in the discussions.

Tom Wright Jr., media supervisor of Leo Burnett Co., Chicago agency, analyzed market factors at a tv research panel moderated by Art Swift, WOOD-TV Grand Rapids. "When we compare the purchasing rate of young households with children—the youngest under six—with older households also having children, and in the $4,300 income bracket, we find younger households buy twice as many homes and ranges, 50% more furniture and 65% more used automobiles," he said. "Thus the critical difference is not income or presence of children. Instead it is presence of children under six."

Daniel Denenholz, vice president of The Katz Agency, cited the variables in market ranking formulas and called for common sense in the use of ratings, audience and cost material. William R. Wyatt, vice president of A. C. Nielsen Co., Chicago, said that data must be accumlated over a representative period of time to get a true reflection of program preference. Roger Cooper, American Research Bureau, described audience measurement techniques, including the new Arbitron instant audience reports.

Sol Taishoff, editor and publisher of BROADCASTING, addressed the Thursday luncheon session. A panel on current radio problems was moderated by James Sumbler, WMPE Manistee. Les Biederman, Paul Bunyan Network, led a discussion of Michigan business conditions.

Clyde Vortman, media director of Zimmer-Calvert, Detroit, called on stations to develop "their corporate image" in the same way advertisers strive to improve consumer acceptance. Arch Madson, executive assistant to Glenn Snyder, general manager of WLS Chicago, urged stations to meet their responsibility in dispelling the current economic crisis, with automotive unemployment a special challenge in Michigan.

At a meeting of Michigan Associated Press Broadcasters Assn., Mr. Sumbler was elected chairman and Monroe MacPherson Jr., WION Ionia, Mich., vice chairman.

Cash Commends Tv to Utilitymen

Gas and electric utility advertisers, who supply the cooking power to millions of Americans, should put more of their budgets in tv—so says Television Bureau of Advertising President Norman E. Cash.

Speaking in Atlanta Thursday before the Region 5 meeting of the Public Utilities Assn., Mr. Cash pointed out that the local utilities are losing out by not using more tv. He said that some $80 million was spent in advertising last year by RCA, General Electric, AT&T, American Gas Assn., Westinghouse, Sylvania etc.—"Almost $26 million in tv." Said Mr. Cash; "You people, whose companies literally pay more in taxes than for anything else, who have to pay this heavy overhead just for the right to do business, have not only got to use advertising effectively but use advertising that will reflect credit back to you."

PLEA TO COURT

Full broadcast rights to cover a Superior Court trial involving four deaths have been asked by a radio-tv-newspaper press committee in Macon, Ga. The request submitted to Judges Oscar Long and A. M. Anderson includes newspaper photographic coverage of the case, which has aroused widespread interest.

The media committee proposed to work from balcony room, with no equipment in courtroom aside from a p. a. system. Macon stations (WBML and WMAZ-AM-TV) could pick up sound from the p. a. system. Two judges indicated they would rule on the request by Sept. 15.

The trial starts Oct. 6.

FCBA Outing Set for Oct. 13

The annual outing of the Federal Communications Bar Assn. will be held Oct. 13 at the Manor Country Club, Norbeck, Md., Robert G. Seaks, outing committee chairman, announced last week. Activities, including golf, tennis, horseshoes, badminton, and the annual softball game between FCC employes and practitioners, begins in the early afternoon.

UPCOMING

September

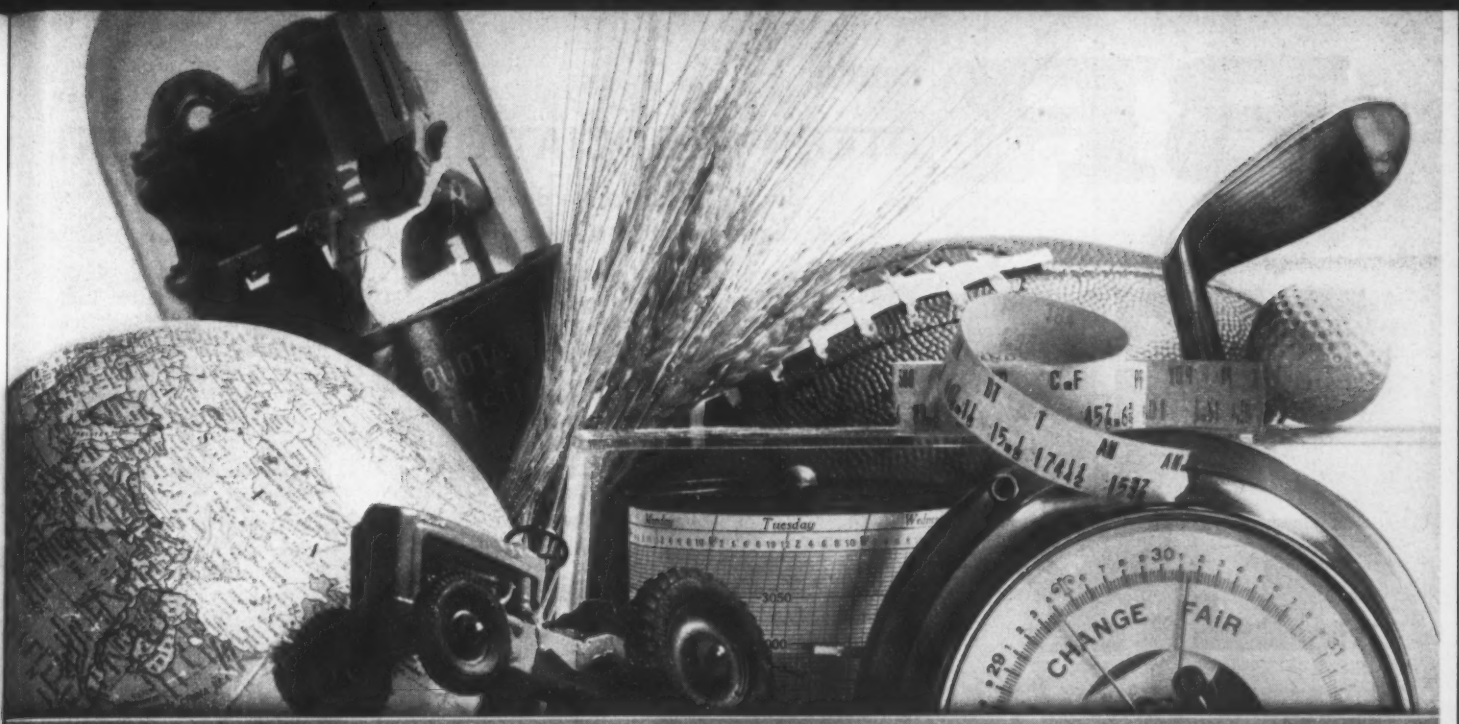
Sept. 15-16: RAB, regional management conference, The Greenbrier, White Sulphur Springs, W. Va.
Sept. 16-18: Electronic Industries Assn., fall conference, St. Francis Hotel, San Francisco.
Sept. 19-21: International Sight and Sound Exposition, seventh annual high fidelity show and music festival, Palmer House, Chicago.
Sept. 21-24: L'Assn. Canadienne de la Radio et de la Television de Langue Française, Alpine Inn, Ste. Marguerite, Que.
Sept. 22-23: National Business Publications, N. Y. regional conference, Ambassador Hotel, New York City.
Sept. 22-23: Louisiana Assn. of Broadcasters, Townhouse Motel, Lafayette.
Sept. 22-23: RAB, regional management conference, Hotel Morain-on-the-Lake, Highland Park, Ill.

October

Oct. 22-24: NBC Radio and Television affiliates annual meeting, Plaza Hotel, New York.
Oct. 29-30: CBS Radio Affiliates Assn., annual convention, Waldorf-Astoria Hotel, New York City.

NAB FALL CONFERENCES

Sept. 18-19, Buena Vista Hotel, Biloxi, Miss.
Sept. 22-23, Okla. Biltmore, Oklahoma City, Okla.
Sept. 25-26, Challenger Inn, Sun Valley, Idaho.
Sept. 29-30, Mark Hopkins Hotel, San Francisco.
Oct. 13-14, Schroeder Hotel, Milwaukee.
Oct. 16-17, Radisson Hotel, Minneapolis.
Oct. 20-21, Somerset Hotel, Boston.
Oct. 27-28, Statler Hilton Hotel, Washington, D.C.



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Local News, World News, Business News, Farm News, Special Events, Sports, Weather

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NEWS, all of it. Crop prices and hurricane reports. A downtown holdup and an eighty-yard runback. From the blaze of a local fire to sudden revolt in the Mideast, listeners hear more news—and better news—on the 14 stations represented by CBS Radio Spot Sales. More, because we carry more programs. Better, because in addition to our roster of distinguished local news personalities, we offer the unparalleled coverage of the CBS Radio Network. A recent study shows that as a result of our authoritative News programs, listeners believe more in our sponsors. If you have a product to sell, sell it with the authority of stations represented by...

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Representing: WCBS New York WBBM Chicago KNX Los Angeles WCAU Philadelphia WCCO Minneapolis-St. Paul WTOP Washington KMOX St. Louis KCBS San Francisco WBT Charlotte WRVA Richmond WEEI Boston KSL Salt Lake City WMBR Jacksonville KOIN Portland CBS Radio Pacific Network and CBS Radio New England Network

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three rich markets with one economical purchase

West Texas Television Network

KDUB-TV, LUBBOCK, TEXAS
KPAR-TV, ABILENE, SWEETWATER
KEDY-TV, BIG SPRING, TEXAS

NATIONAL REPRESENTATIVES: THE BRANHAM COMPANY

President and Gen. Mgr., W. D. "DUB" ROGERS
National Sales Mgr. E. A. "Buzz" Hassett

GOVERNMENT

STERN ASSOCIATIONS QUESTIONED

- **Jurist's tie-ins create doubt on future in ch. 10 hearing**
- **Katzentine, others testify in first week of Miami tv case**

The curtain went up last week on the second run of the controversial Miami ch. 10 case—and at the end of the week there was a question whether one of the leading figures would retain his role.

Even before the hearing was one week old, the continuance of Judge Horace Stern, retired chief justice of the Pennsylvania Supreme Court, as special hearing examiner presiding at the rehearing came into question. A potential conflict of interest loomed for the eminent jurist.

It was brought out Thursday that Henry J. Friendly, vice president and general counsel of Pan American World Airways, is Judge Stern's son-in-law. On the same day announcement was made of a stock transaction negotiated between Pan American and National Airlines.

National Airlines was awarded the challenged ch. 10 in Miami in February 1957.

Judge Stern stated that he had discussed the potential conflict with some FCC members that day, that he intended to discuss it with the full Commission at the earliest opportunity, and that he would ask counsel if there was any objection when the hearings resumed tomorrow (Tuesday).

Earlier, during pre-hearing conferences, Judge Stern's association with a Philadelphia law firm which represented a radio station there which was represented in Washington by counsel for National Airlines was raised.

The parade of witnesses which began last Monday included most of those whose testimony stirred the Congressional hearings earlier this year.

They included:

• A. Frank Katzentine, owner of WKAT Miami, whose affadavit charging political pressures on the FCC in behalf of National Airlines sparked the Congressional probe.

• Ben H. Fuqua, vice president of Florida Power & Light Co., who served as an emissary to Comr. Mack with a message from Sen. Estes Kefauver (D-Tenn.).

• Joseph M. Fitzgerald, Miami attorney, who served with Mr. Katzentine as counsel in the Foster Trust private litigation.

• Jerry W. Carter, official of the Florida Railroad and Public Utilities Commission, self-styled "small-town politician"—whose irreverent observations at the Congressional hearings made him a national two-day, front-page personality.

Scheduled for Friday was Perrine Palmer, Miami businessman, friend of Comr. Mack and ally of Mr. Katzentine.

The testimony of the witnesses in the first four days was a repeat of their statements before the Congressional committee earlier this year.

The hearing was ordered to determine whether Comr. Mack should have disqualified himself in the final decision. Other issues are whether the grant to National Airlines should be voided, and whether any of the other applicants engaged in improper activities in behalf of their applications.

The case was remanded back to the FCC by the U. S. Court of Appeals in Washington. The action was taken after Congressional disclosures that Mr. Mack had received financial assistance from Thurman A. Whiteside, Miami attorney and longtime friend of Mr. Mack. It was alleged that Mr. Whiteside was interested in helping National Airlines win the ch. 10 grant.

As a result of the hearings on Capitol Hill, Comr. Mack resigned from the FCC.

There is no present plan to call Mr. Mack as a witness in the reopened hearings. His testimony before the House Legislative Oversight Committee was stipulated last week as part of the record in the hearing on the challenged grant.

The Miami ch. 10 hearing had four applicants. Besides WKAT and National Airlines, other applicants were North Dade Video Inc. and L. B. Wilson Inc. FCC Hearing Examiner Herbert Sharfman recommended that the grant be made to WKAT, but on Feb. 7, 1957, the Commission reversed the examiner and issued a final decision in favor of National Airlines..

Four commissioners voted in favor of National Airlines: Comr. George McConnaughey, then chairman; and Comrs. John C. Doerfer, Robert E. Lee and Mr. Mack. Comr. Rosel H. Hyde voted for L. B. Wilson; Robert T. Bartley, for WKAT. Comr. T. A. M. Craven abstained.

The hearings were opened Monday by Edgar W. Holtz, associate FCC general counsel, who heads a five-man FCC team.

He stated that Commission counsel saw its role as that of bringing out the facts in the case, but not that of prosecuting any individual or applicant. He said that Commission attorneys do not conceive it their function of "exposure for exposure's sake."

The first witness was Mr. Katzentine who told of his efforts to get Comr. Mack "unpledged."

He said he was "and still is" convinced that Mr. Mack was pledged to National Airlines. He said that he became concerned about his winning the final decision following the favorable examiner's report and that he enlisted the support of Sens. George A. Smathers (D-Fla.), Spessard Holland (D-Fla.) and Estes Kefauver (D-Tenn.) to help overcome what he termed unfavorable influences favoring National Airlines.

Mr. Katzentine said that he received a call from Sen. Smathers suggesting that Mr. Mack's position be ascertained. The Miami broadcaster said Sen. Smathers suggested several names to serve as intermediaries. Mr. Katzentine said that he contacted Perrine Palmer, then a Miami public relations executive, and that Mr. Palmer agreed to try to help him.

Mr. Katzentine said that Mr. Whiteside told him that he (Whiteside) had been approached by Robert W. Anderson, now a Florida judge, to help National Airlines, which Judge Anderson's firm was representing. Mr. Katzentine said that Mr. Whiteside

10
out of
10
top
rated
half-
hour
syndicated
film
series
are
seen
week
after
week
on
KERO
-TV

A very moving picture, indeed!
Now is the time to put
YOUR *accounts that sell*
their products throughout

KERO-TV BAKERSFIELD SERVING MORE THAN ONE MILLION PROSPEROUS PEOPLE

California's "five-county-city"
on KERO-TV. *It's the*
ONLY *way to cover*
California's SUPER-*market.*

CHANNEL
IS TELEVISION
IN THE SAN
JOAQUIN VALLEY
NBC FOR CALIF'S.
SUPER-MARKET

REPRESENTED BY EDWARD PETRY & CO., INC.

said he would give his shirt off his back for Judge Anderson.

Mr. Katzentine said he came to Washington twice and saw Comr. Mack on both instances. He said he urged Mr. Mack to vote on the merits.

He also said he asked Sen. Kefauver to express his esteem for Mr. Katzentine in order to counter allegations he was a "rascal" and "gambling czar of Miami."

Questioned why he did not bring information on alleged pressures before the FCC, Mr. Katzentine said he was advised by counsel that he did not have sufficient proof.

Mr. Katzentine said that the first word he had that the FCC was considering an award to National Airlines was when Harry Plotkin called him with the information that the Commission had instructed the staff to write a decision for National Airlines; that Mr. Plotkin said his information came from an FCC staff man who said he was so nauseated by the decision that he was ready to resign.

Mr. Plotkin, a former FCC assistant general counsel, was associated with Paul A. Porter, attorney for Mr. Katzentine. Mr. Porter is a former FCC chairman.

Mr. Plotkin denied before the Congressional committee that this information came from anyone on the Commission.

Mr. Katzentine was also taxed with other denials by those he quoted in his affidavit as having told him that National Airlines was promised the channel.

Mr. Fuqua described his role as that of a "messenger boy" in relaying to Mr. Mack the regard of Sen. Kefauver for Mr. Katzentine (Mr. Katzentine is a political ally of the Senator), and his hope that Mr. Mack would give Mr. Katzentine "every fair consideration on the merits of the case."

Mr. Fuqua said he had been called in by McGregor Smith, chairman, Florida Power and Light Co., and a friend of Sen. Kefauver, who asked him to undertake the mission. Mr. Fuqua said he was a close personal friend of Mr. Mack.

He termed his intercession as "all very low pressure."

Mr. Fuqua said he once had talked to Mr. Mack about the Miami ch. 7 case also. This was in response to a question on cross-examination.

Mr. Fitzgerald appeared to tell what he knew of allegations that Mr. Katzentine entered the private Foster litigation in order to pressure Mr. Whiteside into releasing Mr. Mack from his alleged commitment.

The Miami attorney testified that Mr. Whiteside told him that he was a close friend of Mr. Mack, that Mr. Anderson had asked him to "intercede" with the then commissioner in behalf of National Airlines. He added that Mr. Whiteside told him he was getting no fee from National Airlines.

Mr. Fitzgerald stated that as far as he could see Mr. Katzentine did not permit the ch. 10 matter to influence his dealings with Mr. Whiteside in the Foster Trust case. However, he explained, at the meeting for the final settlement in that litigation, Mr. Whiteside said he would release Mr. Mack from whatever pledge Mr. Mack thought he was under to Mr. Whiteside.

It was a subdued Jerry Carter at last week's hearing. Facing a run-off election in his campaign for re-election to the Florida utilities commission, Mr. Carter testified that he talked to Mr. Mack twice on the ch. 10 matter. The first time, Mr. Carter said, he told Mr. Mack that he would be justified in disqualifying himself since he had as chairman of the Florida commission written to the FCC in behalf of Mr. Katzentine. The second time, Mr. Carter said, he urged Mr. Mack to go along with the examiner's report favoring Mr. Katzentine.

Five File Comments with FCC Backing 100 w Translator Power

Five comments have been submitted, all favoring the FCC's rule-making to permit an increase in the maximum output of tv translator stations from the present 10 w to 100 w [GOVERNMENT, Aug. 4]. Deadline for comments was Sept. 5.

WWLP (TV) Springfield and WRLP (TV) Greenfield, both Massachusetts, which operate translators in Claremont and Lebanon, both New Hampshire, said there is no record of any interference by any of the 10 w translators authorized by the FCC two years ago and apparently there will be none if their powers are increased to 100 w. The higher power will help "shadow" problems and offers latitude in antenna design so "pie-shaped" service areas may be avoided.

Both NBC and the Joint Council on Education Television supported the FCC proposal as a help to tv broadcasting. Richard Reed Hayes, who operates the Texan Translator & Tv Network, favored the increase, but asked that the FCC define standards of measurement more clearly.

Adler Electronics Inc., which claims it has supplied equipment for about 150 translator stations now in "successful operation," noted that it not only favors the increase, but has developed a 100-w tv translator amplifier which can be put into production for $5,200 a few weeks after FCC approval. Adler asked, however, that the FCC lower its interference standards for equipment slightly so "costly filters" will not have to be added.

Hale, Payne Defeated By Democrats in Maine

Two Maine Republicans, members of the House and Senate Commerce Committees, were defeated last Monday (Sept. 8) by their Democratic opponents in Maine's final September general election.

Gov. Edmund S. Muskie defeated incumbent Sen. Frederick G. Payne, seeking his second term, 170,626 votes to 109,954. James C. Oliver, a former Republican congressman running on the Democratic ticket, defeated Rep. Robert Hale by approximately 4,500 votes in Maine's 1st Congressional District. Rep. Hale, also a member of the House Legislative Oversight Subcommittee, won the 1956 election over Mr. Oliver by less than 100 votes. This disputed race was finally decided by the House itself shortly before adjournment last month.

Also in Maine, Democrat Clinton A. Clauson defeated former two-time Republican Governor Horace A. Hildreth in a close race for the governor's seat vacated by Gov. Muskie. Mr. Hildreth, favored in pre-election reports, has interests in WABI-AM-TV Bangor, WAGM-AM-TV Presque Isle, WABM Houlton, WPOR Portland and WMTW (TV) Poland Spring, all Maine.

In a Tuesday primary, Arizona Democrats selected Gov. Ernest McFarland, a U. S. senator from 1941-53, to oppose incumbent Sen. Barry Goldwater (R) in the November election. Sen. Goldwater de-

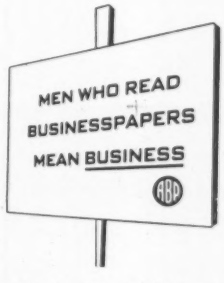
Lew Fischer

Dancer-Fitzgerald-Sample, Inc.
New York

Please note that WMBR-TV in Jacksonville, Florida has changed its call letters to WJXT. A new name—but still the same old habit of leadership, with the largest audience in all of Northern Florida and Southern Georgia. WJXT, operated by the Washington Post Broadcast Division, represented by CBS Television Spot Sales.

WJXT

channel 4, Jacksonville



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feated then Sen. McFarland in 1952 for the seat he now holds. Gov. McFarland is a former Senate Majority Leader and chairman of the Communications Subcommittee of the Senate Commerce Committee. He conducted hearings on proposed changes to the Communications Act and the 1952 amendments generally bear his name.

Several other states held Tuesday or Wednesday primaries but no members of either the Senate or House Commerce Committees faced opposition for renomination. All members of the House are elected every two years, while members of the Senate Commerce Committee up for re-election in November are Sens. John W. Bricker (R-Ohio), John O. Pastore (D-R. I.), Charles E. Potter (R-Mich.), William A. Purtell (R-Conn.) and Ralph W. Yarborough (D-Tex.).

Th defeat of Rep. Hale, a member of the House since January 1943, means that that four ranking minority members of both the Commerce Committee and its Legislative Oversight Subcommittee will not be back for the 86th Congress. Republican Reps. Charles Wolverton (N.J.), former chairman, Joseph P. O'Hara (Minn.) and John Heselton (Mass.) already have announced their retirement. Rep. John Bennett (R-Mich.) will become the ranking minority member when Congress reconvenes in January.

RASO Calls for Opposition To Power Boosts Above 50 Kw

A call for Class 1-B and regional broadcasters to file oppositions to any consideration by the FCC to boost present clear channel 50 kw power limitations was made last week by F. C. Sowell, WLAC Nashville, temporary chairman of the Radio Allocations Study Organization.

RASO was formed last June by a group of Class 1-Bs and regionals to oppose any increase beyond 50 kw in maximum power by clear channel radio station [GOVERNMENT, June 23].

In a Sept. 5 letter to broadcasters, Mr. Sowell stated that RASO had determined not to participate in the current clear channel proceeding, but that in view of comments filed urging that the Commission permit superpower, it was his view that reply comments should be filed at the Sept. 29 deadline.

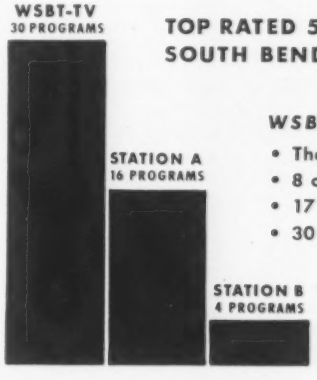
He enclosed a copy of WLAC's comments which oppose higher power for Class 1-As on the ground that it would degrade standard broadcast service and be contrary to the public interest.

The Commission last April issued a notice of further proposed rulemaking proposing to duplicate 12 Class 1-A clear channels and expressing the thought that higher power for the remaining 12 Class 1-A channels might be considered later [GOVERNMENT, April 21]. When the comments on this proposal were filed, many Class 1-A stations urged that higher power be considered at the same time as the duplication proposal.

WSBT-TV SOUTH BEND, INDIANA'S DOMINANT STATION

PRIMARY COVERAGE—
752,580 TV VIEWERS IN
PROSPEROUS MICHIANA*

Here's How WSBT-TV DELIVERS the South Bend-Elkhart TV Audience



TOP RATED 50 TV PROGRAMS IN SOUTH BEND—ELKHART MARKET

WSBT-TV CARRIES . . . .

- The Top 7 programs
- 8 of the top 10 programs
- 17 of the top 25 programs
- 30 of the top 50 programs

ARB Ratings—June 17-23

No other station or combination of stations comes close to WSBT-TV in the number of top-rated shows carried. Further proof of this overwhelming viewer preference is the fact that WSBT-TV's 10 P.M. news broadcast is one of the highest-rated *local or national* newscasts in the Nation! . . . You're paying for audience—get it with WSBT-TV. Ask your Raymer man for details or write to this station.

*15 counties in Northern Indiana and Southern Michigan. UHF set count, 209,050 —3.6 persons per family.

WSBT-TV SOUTH BEND, IND. CHANNEL 22

CBS... A CBS BASIC OPTIONAL STATION

ASK PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

KELO Charges Tv Trafficking By KSOO Tv Inc., Asks Hearing

KELO-AM-TV Sioux Falls, S.D., last week asked the FCC to set a hearing on an application filed Aug. 18 by KSOO Tv Inc. for modification of its construction permit. KSOO Tv Inc. holds a permit for ch. 13 at Sioux Falls which is due to expire this Thursday (Sept. 18).

KELO charged that Morton H. Henkin, president of KSOO Sioux Falls and majority stockholder in KSOO Tv Inc., is guilty of trafficking: that he made an agreement last June 17 with a group of four men (Tom Barnes, Julius Hetland, Harold Bangert and Earl Reineke, described by KELO as the "Fargo group") which amounts to surrender of control to that group of the job of construction, financing and operation of the proposed ch. 13 station.

The June 18 agreement "must shock the conscience" of the FCC, KELO said, and the Commission cannot do otherwise than conclude that Mr. Henkin is trafficking.

FCC Allocations Changes

Allocations changes and proposals announced by the FCC:

• Lenkurt Electric Co., San Carlos, Calif., requests reallocation of 840-890 mc from television service to common carrier fixed service. This portion of uhf band is used mainly for translator stations.

• TOT Industries Inc., proposal to amend tv table of assignments to add ch. 10 to Medford, Ore., issued as proposed notice of rule-making by FCC, with comment invited by Oct. 10.

• FCC finalized rule-making to change uhf non-commercial educational tv reservation in Pittsburgh, Pa., from ch. 22 to ch. 16, effective Oct. 10. Pittsburgh educational authority, now operating ch. 13 WQED there, also holds educational grant for uhf ch. 22 (now ch. 16). In July FCC moved ch. 22 into Pittsburgh from Youngstown in response to request for second educational channel by WQED [GOVERNMENT, July 21]. Commission also changed off-air WENS (TV) Pittsburgh from ch. 16 to ch. 22.

Sarkes Tarzian Favored for V; Arkansas Am Tactics Questioned

Initial decisions were issued last week favoring Sarkes Tarzian Inc., licensee of WTTV (TV) Bloomington, Ind., over George A. Brown Jr. for grant of ch. 13 in Bowling Green, Ky., and recommending a grant of the uncontested application of Jefferson County Broadcasting Co. for 1270 kc, 5 kw day, in Pine Bluff, Ark.

Hearing Examiner Millard French recommended Tarzian for ch. 13 at Bowling Green, although Mr. Brown was given preferences on the factors of local residence, integration of ownership and operation, civic participation and diversification of media of mass communications. Preferences given Tarzian in programming, broadcast experience and effectuation of proposal "clearly outweigh" the comparative advantage of Mr. Brown because of the latter's lack of other radio and tv interests, Examiner French concluded.

Hearing Examiner Thomas H. Donahue recommended a grant of the Pine Bluff am facility, but only after expressing strong reservations. He questioned the circumstances under which Kermit F. Tracy withdrew his mutually exclusive application for a 1-kw facility on the same frequency at Fordyce, Ark.

It was explained in a hearing that Mr. Tracy withdrew after being given a construction permit which Jefferson County had obtained on another frequency at Fordyce subsequent to its application at Pine Bluff. Jefferson County made no effort to build at the small city of Fordyce and Mr. Tracy has obtained an extension of time for construction, the examiner said. A hearing was held last July on this agreement between Jefferson County and Mr. Tracy.

Examiner French opined that the activities of Jefferson County and Mr. Tracy skirt perilously close to the pitfalls of "strike applications" and "abuse of Commission processes," but said his own feelings in the matter are based largely on inferences. Since each step calling for FCC approval has received such approval and because what the applicants have done in this case differs in "slight degree only" from what has been done in other proceedings that did not create "a bar to grant," the consideration of a new service to Pine Bluff appears to outweigh his reservations, Examiner French said.

The Pine Bluff am case received publicity last summer when Congressman Oren Harris (D-Ark.) queried the FCC by letter on whether grants should be limited on economic grounds in cities the size of Pine Bluff. Rep. Harris wrote at the request of KOTN Pine Bluff, which opposed the new facility.

Flint Ch. 12 Grant Stands, FCC Says in Three Actions

In three actions last week, the FCC refused to reconsider or stay its July 9 decision [GOVERNMENT, July 14] affirming a May 1954 grant to WJR Detroit for a new tv station on ch. 12 Flint, Mich.

The Commission (1) denied petitions for rehearing by losing applicants Trebit Corp. and W. S. Butterfield Inc. and for a stay by Butterfield; (2) dismissed a WKNX-TV (ch. 57) Saginaw, Mich., petition directed against the July 9 decision, and (3) denied a WKNX-TV request for a rehearing.

Soon after receiving its grant, the proposed Flint station—WJRT (TV)—asked for and was granted a shift in transmitter site. The court returned the approved modification to the Commission and the grant was stayed. In turning down Trebit and Butterfield, the FCC stated: "The passage of time incident to the adjudication of a proceeding of this type creates a likelihood that changes will be required . . . and for the Commission to reopen a record to consider all such changes . . . would completely defeat the Commission's basic function. There must be a point at which administrative decisions may be regarded as final. . . ." Trebit and Butterfield had protested on the ground WJRT would not be able to

In the Syracuse Market

WSYR COVERS *80% MORE RADIO HOMES Than the No. 2 Station

This amazing margin of superiority makes WSYR unquestionably the most effective and economical buy for radio advertisers in a market where buying power exceeds $2½ billion annually.

WSYR attracts the *adult, able-to-buy* audience by maintaining a high standard of *quality* performance, by *professional* performers. In every category of programming—news, music, sports, drama, variety, farm programs and public service events—WSYR is the leader in the Syracuse area.

NBC in Central New York

*Nielsen Coverage Service No. 2

WSYR

Represented Nationally by HENRY I. CHRISTAL CO.

5 KW • SYRACUSE, N. Y. • 570 KC

RCA Type BTA-50G transmitter at the WINS transmitter building in Lyndhurst, New Jersey, showing Al Jorgenson at Consolette.

"Our BTA-50G is a money-saver!"

Says Paul Von Kunits, WINS, *New York*

Paul Von Kunits, Chief Engineer, WINS, New York.

"We save $1,000 per month on power alone with the RCA 50 KW Ampliphase Transmitter!"

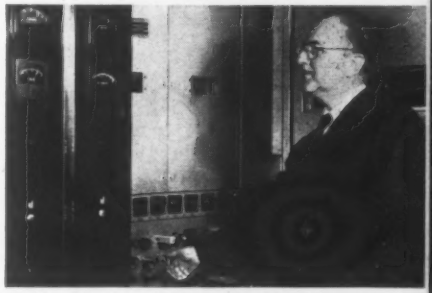
The RCA BTA-50G replaced an old composite 50 KW transmitter at WINS which was spread out all over the transmitter building. Major benefits reported are: operating savings . . . space savings . . . labor savings.

The power savings amount to approximately $1,000 a month to which can be added a substantial savings on tube costs estimated at $200 per month.

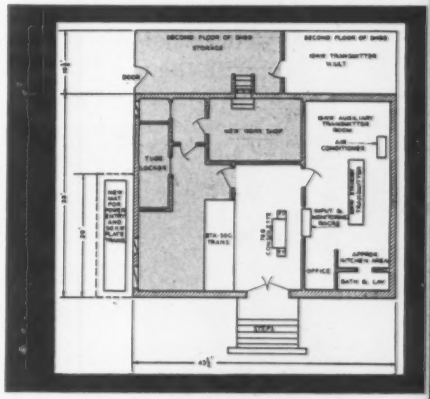
The space savings total approximately 600 square feet. By replacing the bulky equipment they have gained space in the room behind the transmitter, and have provided a convenient workshop, a tube storage room (formerly occupied by blowers alone), and a utility shed (formerly the power vault for the old transmitter).

The labor savings are considerable, too. According to Al Jorgenson, transmitter engineer, the equipment needs very little attention.

For operating savings, added room . . . more program coverage . . . and high quality sound . . . the RCA BTA-50G is the answer. Now in daily operation at five stations, it has proved itself to be highly reliable. And KDAY, Los Angeles, affiliated with WINS, has ordered a BTA-50G . . . soon to go on-air.



Paul Von Kunits making the only daily adjustment necessary—the carrier level control.



Gray areas on floor plan show space formerly occupied by composite equipment, now reclaimed for other use.

Your RCA Broadcast representative has the whole story. In Canada: Write to RCA VICTOR Company Limited, Montreal.

RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT

CAMDEN, N.J.

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offer CBS programming as proposed in its application.

WKNX-TV's petitions were dismissed as raising "no relevant arguments which have not been previously presented to the Commission." Just as in the July decision, Comr. Robert E. Lee dissented and Comrs. T. A. M. Craven, Frederick Ford and John Cross did not participate.

U.S. Court of Appeals Hears Charlotte Case

The U. S. Court of Appeals in Washington last Thursday (Sept. 11) heard oral argument on an FCC comparative tv case in which *ex parte* contacts on behalf of a losing applicant for ch. 9 in Charlotte, N. C., appellant Piedmont Electronics & Fixtures Inc., have been admitted.

The ch. 9 case, which ultimately resulted in a grant to WSOC Charlotte, was aired briefly in Congress last winter when a witness before the House Legislative Oversight Subcommittee stated that he contacted then FCC Comr. Richard A. Mack on behalf of the Piedmont application [LEAD STORY, March 3].

In a brief filed with the court Sept. 5, the FCC pointed out that the congressional witness, Miami attorney Thurman Whiteside, "may have made *ex parte* representations on behalf of Piedmont." However, the Commission said, it did not believe a remand of the case was necessary on this ground. In comments last Tuesday (Sept. 9), Piedmont pointed out the FCC had considered the *ex parte* question in approving the purchase of majority control of WLOS-AM-TV Asheville, N. C., by WTVJ (TV) Miami, Fla. [STATIONS, July 21].

Mitchell Wolfson, principal in the ownership of WTVJ, also is a vice president-15% owner of Piedmont. Mr. Whiteside testified that it was on Mr. Wolfson's behalf that he contacted Comr. Mack regarding the Charlotte contest.

Only mention of the Whiteside-Mack contact in last week's argument came when Circuit Judge Charles Fahy asked the FCC counsel, Charles McCarter, about the *ex parte* contacts. Mr. McCarter said the Commission had information that Mr. Wolfson "sanctioned" the Whiteside contacts and that all *ex parte* representations made were on behalf of the losing applicant rather than WSOC-TV. Judge Fahy commented that if any other contacts were made, the court had no way of knowing.

A second FCC decision in which *ex parte* contacts with commissioners was disclosed by the House investigators now is before the Supreme Court. This case has to do with the exchange of ch. 2 Springfield, Ill., for ch. 36 St. Louis and subsequent assignment of ch. 2 to KTVI (TV) St. Louis. The Court of Appeals refused to upset the Commission action and Sangamon Valley Tv Corp., losing applicant for ch. 2 in Springfield, appealed to the Supreme Court.

The FCC has filed a brief with the higher court pointing out the disclosure of *ex parte* representations which, the Commission said, were not presented to the appeals court.

Piedmont, winner of a hearing examiner's initial decision based its appeal of the grant to WSOC-TV on the grounds Piedmont proposed a higher integration of control and operation of the proposed station. The grant was made in December 1956 and WSOC-TV went on the air the following March.

George Bolas

Tatham-Laird, Inc.
Chicago

Please note that WMBR-TV in Jacksonville, Florida has changed its call letters to WJXT. A new name—but still the same old habit of leadership, with the largest audience in all of Northern Florida and Southern Georgia. WJXT, operated by the Washington Post Broadcast Division, represented by CBS Television Spot Sales.

WJXT

channel 4, Jacksonville

Two of Eight Applicants Quit Contest for Ch. 12 at Moline

Two applicants withdrew from the contest for ch. 12 at Moline, Ill., at a pre-hearing conference Thursday (Sept. 11). This leaves six remaining applicants.

Applications dismissed were those of KSTT Telecasting Co. (Frederick Epstein, president of KSTT Davenport, Iowa; Marvin Borman, and Burt H., Milton H. and Roy B. Cohen) and Public Service Broadcasting Co. (WMT-TV Cedar Rapids, 40% and others). Both submitted statements that no consideration is involved in their withdrawal.

It was understood one reason prompting Public Service's withdrawal is the question of possible overlap between the proposed station and WMT-TV.

Remaining applicants: Community Telecasting Corp., Tele-Views News Co., Midland Broadcasting Co., Illiway Tv Inc., Moline Tv Corp. and Iowa-Illinois Tv Co.

WMAN Asks FCC to Call Hearing On Sale of WCLW to Local Paper

WMAN Mansfield, Ohio, last week asked the FCC to designate for hearing the proposed sale of WCLW Mansfield for $45,000 by Frederick Eckardt to the *Mansfield News-Journal*. Application for the sale was filed Aug. 8.

WMAN charged the proposed buyer (Mansfield Journal Co.) has engaged in monopoly and illegal competitive practices "contrary to" the Sherman and Clayton antitrust acts. WMAN's charge had reference to the FCC's refusal in 1948 to issue broadcast permits to the newspaper company at Mansfield on grounds the newspaper violated antitrust laws in its competitive practices both with WMAN and with WEOL Elyria, Ohio, the latter through the newspaper company's affiliated *Lorain* (Ohio) *Journal*.

The FCC position was supported later by the U.S. Supreme Court, which found illegal the *Lorain Journal's* refusal to sell advertising to those who also advertised on WEOL. WMAN charged similar practices by the *Mansfield News-Journal*, in relationship to WMAN, and the station has a treble damage suit in the courts for $1,282,749. WEOL has a similar suit in the courts.

WMAN said last week its competition with the Mansfield newspaper has been "intense and bitter" and that FCC approval of the WCLW sale would aggravate and increase its troubles.

WCLW has been on the air since Dec. 30, 1957.

CBS, KIRO-AM-TV Motions Denied, Renewal Will Be Allowed Later

Federal District Judge George Boldt of Tacoma, Wash., last week denied preliminary motions by CBS and KIRO-AM-TV Seattle to dismiss the $15 million treble damage antitrust suit filed last summer by KTNT-TV Tacoma after it lost CBS-TV affiliation to KIRO-TV [AT DEADLINE, June 2]. But the court indicated the defendants may renew their dismissal pleading after pre-trial conferences have narrowed the issues in the suit. No date was set for pre-trial proceedings.

KTNT-TV charges that the 1948 KIRO radio affiliation with CBS provided the station with first chance for CBS-TV affiliation if and when a KIRO-TV went on the air (which it did Feb. 8, 1958, as a network outlet). KTNT-TV claimed this a tie-in deal in violation of the Clayton Act. But CBS contends the act prohibits the network from negotiating the tie-in requirement, not the station, and notes KIRO insisted on the tie-in,, not CBS.

FCC Accedes to Storer Request, WVUE (TV) Wilmington Goes Dark

The FCC last week granted the request of ch. 12 WVUE (TV) Wilmington, Del., to go dark last Saturday (Sept. 13).

The independent, Storer-owned station—which has been operating on program test authority since it moved its transmitter location to Pittman, N. J.—asked the FCC for permission to go dark last month [AT DEADLINE, Sept. 1]. The Commission has acceded by withdrawing program test authority. This leaves the station in a cp status.

Storer plans to sell the ch. 12 outlet—if

it can find a buyer— in order to comply with FCC rules forbidding one owner from owning more than five vhf tv stations. Storer has bought ch. 6 WITI-TV Milwaukee for $4.4 million and this purchase is awaiting FCC approval [GOVERNMENT, Sept. 8]. Storer also owns, in addition to WVUE, vhf outlets in Detroit, Toledo, Atlanta and Cleveland.

Rollins Files Its Application For Channel Storer Will Vacate

Rollins Broadcasting Inc. last week followed through on its expressed intentions and filed for ch. 12 in Wilmington, Del. [GOVERNMENT, Sept. 8].

WVUE (TV) Wilmington, licensed to Storer Broadcasting Co., occupies ch. 12 at present, but has received FCC permission to go off the air pending sale of the station. No proposed buyer has been mentioned publicly to date. Storer said it intends to surrender ch. 12 if no buyer is found. The Rollins application cannot be accepted at the FCC until WVUE is deleted.

Rollins, of which O. Wayne Rollins is president and which is licensee of WAMS Wilmington, specified construction and other initial costs of $629,825, plus $660,000 for first year's operation and anticipated first year's revenue of $600,000.

Power of the Rollins tv station would be the maximum 316 kw visual and 158 kw aural, with antenna 884.8 feet above average terrain and located at the site of the WAMS antenna-transmitter 6.5 miles northwest of Wilmington at Mt. Cuba and Owls Nest Roads.

FCC Says No to Dissenters In Onondaga Sharetime Grant

The FCC last week refused to set aside an initial decision and reopen the record to enlarge issues in its Sept. 3 decision awarding ch. 10 at Onondaga, Mich., to Tv Corp. of Michigan and the Michigan State Board of Agriculture on a share-time basis [GOVERNMENT, Sept. 8].

The FCC denied a petition to this effect by Jackson Broadcasting & Tv Corp., an unsuccessful contestant for ch. 10 along with Triad Tv Corp. and Booth Radio & Tv Corp. Comr. Robert E. Lee was absent and Comr. Robert S. Cross did not participate.

In making its request that the FCC set aside the examiner's decision, reopen the record and enlarge the issues, Jackson noted that the State Board of Agriculture has suspended its operation of educational WKAR-TV East Lansing (ch. 60), that state laws disqualify the State Board of Agriculture financially and legally and that change in membership of the board affects that body's legal and other qualifications.

The FCC said the board is under no legal requirement to disclose its reasons for discontinuing WKAR-TV. Jackson fails to support the applicability of the laws it cites, the FCC said, and has made only "assertions and unreasoned conclusions." The FCC noted that the record had been reopened earlier to reflect the board's new membership.

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DALE WITH DISCS
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at 620
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United Press Movietone Newsfilm
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P.G.W. Colonel

for the most exciting

60 second availabilities

in "A" time in Denver!

KBTV a Channel 9
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Represented Nationally by
Peters, Griffin, Woodward, Inc.

N.Y. IBEW ACTS TO CURB STAFF

During a closed-door session marked by acrimonious debate members of the New York Local 1212 of the International Brotherhood of Electrical Workers last Tuesday (Sept. 9) approved a rank-and-file committee report sharply criticizing the local's administrative staff for its "deteriorating relationship" with CBS and condemning in particular the costly 11-day strike against that network last spring [LEAD STORY, April 14].

Neither officials of the local's administrative staff nor members of the evaluation committee of the union, which issued the report, would make a copy of the findings available. Nor would nework officials divulge it. But from other sources BROADCASTING elicited these other highlights of the report:

- The administrative staff was charged with having caused a "deteriorating relationship" with other New York local unions in the broadcast field.
- The administrative staff was accused of having created and perpetuated a "deteriorating relationship" with the international headquarters of IBEW in Washington.
- CBS was termed "a most reasonable employer" which was harassed by the "high-handed tactics" of Local 1212's staff.

It could not be ascertained if any names were mentioned in the report, but it was believed that the main target of critics of the evaluation committee is Charles A. Calame, business manager of Local 1212 and, in effect, the administrative head of the office. Mr. Calame could not be reached but an aide said that a statement would be forthcoming at a later date. Though an official statement could not be obtained from the administrative staff, its position is said to be that the report is "biased, inaccurate and inspired by persons unfriendly to the administration."

The evaluation committee included seven technicians and the president of the local as an ex-offico member, who was not required to sign the report. It is understood that six of the seven members approved the findings before they were submitted to the memberships. The report was adopted by a "strong majority" of 175 members present at the meeting, it was reported.

The committee was set up to look into the relationship between the local on the one hand and CBS (its largest contractor), other broadcast unions and international headquarters on the other. Committee members conducted interviews over a three-month period with its rank-and-file members, officials of the administrative staff, and executives and members of other broadcast unions in the New York area.

Paul Hale, chairman of the evaluation committee, declined to discuss the report. He claimed that "it is a matter of ethics that a member of the committee remain quiet at this time, since this is a report solely for our membership." Under questioning, he said the report is "detailed and well documented," and deals with subjects other than CBS.

No one queried would comment on the consequences of the report. Before any of the administrative staff could be removed from office, the local union must file charges with international headquarters of IBEW. There were indications last week that such a move was being considered. Mr. Calame's four-year post will not expire until 1961.

It was reported that the major source of considerable irritation to IBEW members was the CBS strike, which cost them about $300,000 in wages. It was learned that many of the members believed the strike was unnecessary and their attitude was not modified by the final settlement, which they felt did not justify the walkout.

Copies of the evaluation committee's report, it was learned, have been sent to other IBEW broadcast locals throughout the country for their information and guidance.

Officials of CBS said they knew of the existence of the report but declined to comment on an intra-union matter.

AFM Threatens to Expel Members Holding MGA Card

Actors have long been accustomed to belonging to two or more unions: Equity for stage work, SAG for movies or tv film, AFTRA for radio, recordings and live tv, for example. Not so musicians. They belonged to AFM and that was it for all professional employment, whether for a club dance or a network broadcast or a recording date or to score a motion picture. But since Sept. 3, when the agreement between Musicians Guild of America and the major motion producers went into effect [PERSONNEL RELATIONS, Sept. 8, 1], musicians who want employment in motion pictures must get it under the MGA aegis. Last week, AFM said in effect that any musician who affiliates himself with MGA to get this work will lose his opportunity to work in any other field.

AFM made its statement in the strongest possible way. The union charged more than 100 members of its Hollywood Local 47 with violating AFM's constitution and by-laws by becoming members of MGA and so guilty of dual unionism. The penalty for dual unionism is expulsion from AFM.

MGA, which has no such prohibition against membership in more than one union, is planning to combat the AFM move, but last week had not decided the best method of opposition. One possibility is to seek an injunction in the California courts that would restrain AFM from expelling the members of Local 47 that have also joined MGA. Another would be to file unfair labor charges against AFM with the National Labor Relations Board.

"We're going to move, all right," Cecil F. Read, MGA chairman, said. "We just want to be sure that when we do it's the right move."

'Sunrise' Dispute Settled

Radio-Television Directors Guild (AFL-CIO) has announced arbitration of a dispute with CBS Inc. over commercial syndication of the public service educational

"I can't imagine doing without Ad Age . . ."

says **NELSON GROSS**
Director of Advertising
Max Factor & Co.

"It's a tribute to Advertising Age that it richly rewards every minute I can spend with it—and that's usually enough for 100% readership. But even when my schedule permits only a quick perusal, the Ad Age format, editing and philosophy quickly give me the essentials that keep me abreast of this break-neck business we're all in. I can't imagine doing without it—this week and every week."

Admen may not agree on the advantages of film over live television, or the cash-register results of hard sell versus soft sell—but, when it comes to naming their number one publication covering the advertising-marketing scene, you can count on most of the executives of importance to you being solidly in favor of Advertising Age. For Ad Age's unique combination of news, trends and sharp analyses "richly rewards" not only those who *activate* but those who *influence* today's broadcasting decisions.

Max Factor & Co., for example—whose sales and royalties hit a record $44,327,480 in 1957—devotes the lion's share of its ad budget to television. Among the pace-setters in cosmetics and hair preparations, the Factor concern spent more than $5,100,000 in network and spot tv time last year, and chalked up a $1,392,000 tab for network time alone during the first half of 1958.*

Every week, *4 paid-subscription copies of Ad Age* help Factor executives with marketing responsibilities keep abreast of developments in their field. Further, every Monday, *141 paid-subscription copies* reach decision-makers at Anderson-McConnell, Carson/Roberts and Kenyon & Eckhardt, the agencies placing most of Factor's advertising.

Add to this AA's more than 42,000 paid circulation, its tremendous penetration of advertising with a weekly paid circulation currently reaching over 12,500 agency people alone, its intense readership by top executives in national advertising companies—and you'll recognize in Ad Age a most influential medium for swinging broadcast decisions your way.

* Sources: *Leading National Advertisers, Inc. and Television Bureau of Advertising, Inc.*

NELSON GROSS

A native of Los Angeles, Mr. Gross ran the gamut of motion picture experience from child actor to assistant cameraman, writer, assistant director and associate producer long before his World War II army service as a producer of combat and training films. Some of his prewar studio experience was gained during summer vacations while working for his B.S. degree at the University of California at Berkeley.

Between 1945 and 1953, when he entered the agency field, Mr. Gross tried his hand at theatrical production, entered the business world briefly as an executive assistant to the president of the Sun Chemical Co. and served the Columbia Broadcasting System's television department first as an associate director on a number of live programs, and later as network film coordinator. His agency "credits" include executive positions at H. B. Humphrey, Alley & Richards; Batten, Barton, Durstine & Osborn, and McCann-Erickson. Mr. Gross assumed his present post as director of advertising for Max Factor & Co. late in 1957.

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series *Sunrise Semester*, carried on CBS-owned WCBS-TV New York. Permanent arbitrator Abram H. Stockman has ruled that the director of the series is entitled to re-play fees since the program is no longer in the public service category. Series featured New York U.'s Prof. Floyd Zulli in comparative literature lectures. The Guild considers the ruling a precedent in this field.

SAG Board Expansion Sought To Embrace Cities Besides L. A.

Plan to enlarge the National Board of Directors of Screen Actors Guild to permit direct representation on the board by SAG branches in other cities was unanimously adopted by the union's present board, meeting last week in Hollywood. SAG membership will now vote on the matter in a mail referendum. Guild branches in such cities as New York, Chicago and San Francisco, elect their own councils and also vote in the election of national officers and board members, but have not previously elected direct branch representatives on the national board. Details of the plan were worked out by representatives of branches in other cities attending last week's national conference in Hollywood. Approximately 70% of SAG's 12,500 active members live in the Los Angeles area; another 23% are in New York, with the remainder in other cities.

William Dekker

McCann-Erickson, Inc.
New York

Please note that WMBR-TV in Jacksonville, Florida has changed its call letters to WJXT. A new name—but still the same old habit of leadership, with the largest audience in all of Northern Florida and Southern Georgia. WJXT, operated by the Washington Post Broadcast Division, represented by CBS Television Spot Sales.

WJXT

channel 4, Jacksonville

NEW METER DEVICE EXPEDITES SKIATRON'S TOLL TV PLANNING

- **Fox expects April start in three major areas**
- **Baseball, football clubs reported lined up**

Skiatron Tv, says its promoters, has hurdled the operational barrier and is ready to roll with closed-circuit pay television. Tentative starting date is "early April" coincident with the start of the 1959 baseball season.

While Matthew Fox, president of Skiatron Tv, parried most direct questions on program tie-ups at a Monday (Sept. 8) news conference, other associates were not so reticent.

Mr. Fox revealed:

• Development of a new metering system using telephone company coaxial cables direct to homes and making obsolete its former decoder system (Skiatron operates "Subscriber-Vision" subscription tv).

• Agreement with New York Telephone Co. for the phone company to conduct preliminary engineering studies "to determine the appropriate terms and conditions for furnishing coaxial tv distribution networks" for pay tv programs in New York state. There are indications of Skiatron agreements with Jersey Bell Telephone and Pacific Telephone & Telegraph Co. in California [CLOSED CIRCUIT, Sept. 8].

MR. FOX

Mr. Fox said operations would begin "some time in April in New York, California and New Jersey" with specific communities to be announced as the telephone companies in the areas complete surveys now being conducted.

It was reported, however, that Skiatron plans to enter "suburban areas"—within a 30-40 mile radius of the metropolis center—in San Francisco, Los Angeles and New York City (metropolitan areas). Cables are said to exist underneath New York City and need only to be hooked up.

The new metering system would be installed alongside the tv set in the home. It would automatically record at a central location the identity of all subscribers viewing a program. The central billing unit was developed by Skiatron Electronics & Television Corp. with collaboration of Industrial Business Machines and several other unidentified electronic firms.

Skiatron will pay all costs of telephone studies made and, according to both the New York Telephone Co. and Mr. Fox, Skiatron Tv has made a "substantial advance payment pending determination of the exact amount due."

In the new Skiatron system, subscribers would not need to use cards, coins or tokens to activate the pay tv program. The in-home unit would be installed next to the tv receiver and would not require any modification of the set, in fact simply be attached to the antenna lead-in. The dial is turned on the set to an unused channel. The metering unit's dial is turned to one of three channels and the program appears at once with the use of the subscriber's set recorded electronically at a central billing station.

The cable, it is contemplated, will carry three video and five audio channels. One video channel will be left clear to provide educational tv programming (also at a price), and one audio channel will be used to program (possibly also stereophonic) music continuously 18 hours a day. Subscribers would sign a three-year contract calling for payment of $1 per week—or a total commitment of $156 over the three year period.

Skiatron authorities appeared certain that Mr. Fox has the baseball Los Angeles Dodgers and the San Francisco Giants "lined up"—under contract for 15 years—for pay tv, and also has negotiated successfully with the football Los Angeles Rams and the San Francisco 49ers. Known to be under the Skiatron wing as a program source: Sol Hurok, prominent musical impresario and show business promoter.

An unconfirmed report indicated that Mr. Fox believes he has two motion picture studios committed to supply product. Identity of the studios was not known, but, it has been pointed out, Loew's Inc. (which owns MGM studios) President Joseph Vogel is close to Mr. Fox.

Mr. Fox told newsmen that "there will be no advertising of any kind" in his pay tv system, and that direct wire (closed-circuit) operation will "greatly enhance" reception quality.

In San Francisco, Pacific Telephone & Telegraph acknowledged it had been contacted by Skiatron to conduct studies of coaxial in various communities in California, that it was looking into the matter of study (to be financed by Skiatron) but would not take action without prior consent of public utilities authorities in that state.

According to Mr. Fox, programs offered "will be only those for which an admission is charged to view the attraction at the scene."

He said that Skiatron had hoped to get started in April of this year [SPECIAL REPORT, Aug. 26, 1957] but that problems in the decoder (picture unscramble via IBM card) system had delayed its beginning.

Coaxial cable grids will be wired in selected communities in early November of this year and subscribers will be installed with metering units soon afterward. Invoices will be sent at the end of each month to each subscriber. As explained by Mr. Fox, the "physical operation" of the system will be divided by the "outside plant" or phone company which will wire grids and conduits with drop offs from telephone pole to a junction box on the outside of the home. From there, Reuben H. Donnelley Co. will

FOOTBALL!

RADIO'S MOST SENSATIONAL SPORTS PACKAGE

And NOW! Here is the most powerpacked FOOTBALL package ever offered—ANYWHERE!

AUDIO SPORTCAP INC. each and every Saturday through the 1958 football season, will broadcast recap play of the TOP TEN games of the week—direct from the scene-of-action.

SPORTCAP'S anchor-man will be stationed in Tulsa switching you direct to each and every thrilling play for a period of 5 minutes each hour.

These reports will be broadcast to you by long-distance collect telephone either on-the-hour, 15 minutes past-the-hour 30 minutes after-the-hour or 45 minutes past-the-hour. (This is your choice.)

Starting time is 12:00 noon CST and will continue till 6:00 P.M. CST. For a total of SIX POWER-PACKED BROADCAST each Saturday, during the season BEGINNING: SEPTEMBER 27 and continuing through NOVEMBER 29.

The games to be carried each week will be determined by the UPI and AP editor poll of the Top Ten teams.

You'll agree that this is the GREATEST SPORTS PACKAGE ever offered to RADIO! And the cost: You can have this DYNAMIC package EXCLUSIVELY in your market for the low low weekly cost of your 1 time 1 hour national rate as published in S R D S. (In some markets this is subject to negotiation.)—plus your collect station-to-station telephone line charges from Tulsa.

We must urge you to immediately wire - phone - write and send in your contract signed for only one station in your market will be served. At the bottom of this page you will find SPORTCAP'S affiliation agreement.

WRITE • CALL • WIRE TODAY!

AUDIO SPORTCAP – TEL. LU 3-2990 TULSA OKLA.

A SERVICE OF AUDIO NEWSBEAT, INC.

KENNY A. GREEN, PRES.

Station Call Letters

Beeper Telephone Number

Time of Broadcast Desired

AUDIO SPORTCAP, INC .
P. O. BOX 14
TULSA, OKLAHOMA

GENTLEMEN:

We are hereby requesting "special service" for the 1958 college football season—September 27 through November 29.

Enclosed is our check for $_____ (our 1 time 1 hour national rate) for the first weeks broadcast and agree to pay at the same rate for the following 9 weeks, weekly in advance. We understand that we will receive 6 broadcasts, 5 minutes in length from 12:00 Noon CST till 6:00 P.M. CST during each of these ten (10) weeks. We also agree to accept collect telephone calls from Tulsa, for each of these broadcasts.

I understand if you have already received—one of these contracts—from a station in this city you will return my check in full without any discount whatsoever, and I agree to hold you harmless.

STATION OWNER

AUTHORIZED SIGNATURE

install the metering units, service with invoicing, collecting, and will handle advertising and "exploitation." A sales campaign —replete with brochure and house-to-house canvass—will get started in about 60 days, Mr. Fox predicted.

In Mr. Fox' view, Skiatron now has licked the problem of installation costs because the new system entails less to set up than the previous decoding devices, repair costs will be less, and the meter unit itself is about one third the cost of the previous "box." Size of this unit is about that of a telephone, though of course not the same shape.

Mr. Fox said Skiatron would not handle its individual program systems through franchised local operators, the company presumably taking responsibility for all of the programming. Intra-state programming will be handled through the local Bell companies and inter-state through ordering of lines from the Long Lines Div. of American Telephone & Telegraph.

In programming motion pictures, Mr. Fox said, Skiatron would not show pictures "in advance" of theatre exhibition but would try to put them on the air at the same time as they are being shown by exhibitors.

Asked about the recurrent reports of agreement with the San Francisco Giants, Mr. Fox replied that he paid a lot of money for "nothing to happen . . . we lost a year in getting started."

Horace C. Stoneham, president of the Giants baseball club, however, told stockholders in New Jersey last week that the club would be on pay tv next spring.

Both Messrs. Fox and Stoneham apparently are sticking close to the dearth of specifics which characterized their appearances more than a year ago before the House Antitrust Subcommittee [LEAD STORY, July 22, 1957]. Neither figure then would reveal exact details as to the Giants-Skiatron agreement.

A year ago, Mr. Fox had set costs at $20 per home for wiring. He apparently has scaled this average cost down. At that time, he spoke of subscribers paying $3 per month which would entitle them to 24 hours per day high fidelity music and two video channels optional. This has changed under the new system to $1 per month (but on three-year contract) entitling the subscriber to 18 hours of music daily and two video channels optional along with a third educational channel.

WHO MISSED THAT BLOCK? VTR TATTLES

A new use for videotape recordings, which could open a vast market of non-broadcast prospects for a station's vtr facilities, was experimentally explored Friday evening (Sept. 12) by Ampex Corp., manufacturer of the sight-and-sound recording apparatus, The Los Angeles Rams, pro football team, and KNXT (TV) Los Angeles. The project on which these three organizations combined their resources and energies was to test the value of the instant-playback recordings for analysis of the course of a football game while it is still in progress.

The Rams management arranged with Ampex and KNXT to have cameras and tape recording equipment installed at the Los Angeles Coliseum, with monitor screens in the coaches' box and dressing room. KNXT technical personnel installed and operated the equipment. Cameras were focused so as to keep all 20 players on screen at all times. The Rams coaches watched each play on the monitor and were able to call for a rerun of any play immediately following its completion. During the between-halves all plays of the first two quarters were shown to the players, enabling the coaches to point out specific incidents of the play for the guidance of the team in the second half. Only the plays were recorded, the videotape recorders being started as the quarterback snapped the ball and stopped at the whistle, so the time required to playback the action of the half was expected to be under 10 minutes.

Don Hine, program manager of KNXT, who coordinated the evening's technical operations, pointed out that the use of videotape as a coaching adjunct need not be limited to football, but would be just as feasible for other sports, such as baseball, basketball, hockey, soccer and track. He also noted that camera techniques for this purpose are different than those used in televising a game for home consumption.

George Bailey

Adams, Burke, Dowling, Inc.
Atlanta

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WJXT

channel 4, Jacksonville

Audio Sportcap to Air Football

Kenny A. Green, president of Audio Newsbeat Inc., announced last week that the news organization has entered the radio sportscasting field with Audio Sportcap, which will broadcast recaps of the "Top Ten" football games of the week direct from the contests' sites.

The five minute package will be broadcast all Saturday afternoon and will sell to stations at their one-time, one-hour national rate, Mr. Green said. The broadcasts will run from Sept. 27 through Nov. 29 and the games to be carried each week will be determined by the AP and UPI editor poll of the "Top Ten" teams. Audio Sportcap's address is Box 14, Tulsa, Okla.

Fetzer Buys Music Franchise

Fetzer Music Corp., headed by station operator John E. Fetzer, has purchased Muzak Franchise from Roy Kelley for Kalamazoo, Grand Rapids, Battle Creek, Muskegon, Lansing, Cadillac and surrounding outstate Michigan areas, to be serviced by fm multiplex and wire line networks. Muzak President Charles C. Cowley said Fetzer Music becomes 40th franchise holder among broadcasters. Fetzer stations include WKZO-AM-TV Kalamazoo, WJEF-AM-FM Grand Rapids, WWTV (TV) Cadillac and KOLN-TV Lincoln, Neb.

Guild Steps Up VTR Activity With Offering of 13 Tape Shows

Guild Films Co., New York, is accelerating its activity in the videotape field with plans to distribute 13 taped tv programs and to participate in a group of long-term production transactions.

This flurry in tape is a switch from the company's emphasis on tv film production and distribution over the past five years, starting with the syndicated film series, *The Liberace Show* [SPECIAL REPORT, Sept. 8]. In announcing plans last week, John J. Cole, Guild president, pointed out that the company contemplates offering taped shows priced 60% less than comparable filmed programs.

Mr. Cole noted that Guild already has sold *Time and Place*, an on-the-scene crime series, to ABC-TV (produced by Henry Berman in conjunction with Family Films Inc.) and *Divorce Court* to four stations (produced by KTTV [TV] Los Angeles). He added that KTTV is producing for Guild Films distribution *Town Hall Party*, *Juvenile Court*, as well as *Divorce Court*. Guild, according to Mr. Cole, also has made a long-term production agreement with KCOP-TV Los Angeles, under which that station will produce on tape three programs—*The George Jessel Show*, *The Mae West Show* and *People's Court*. He said other taped properties will be announced shortly.

Mr. Cole predicted that videotape will precipitate "a complete revolution in the operation of stations in small markets."

Muzak Automation Gear Set for Radio in 1959

A new radio program service and automation equipment package—which will permit radio stations to program fully unattended for eight-hour or longer segments starting in early 1959—was announced last week by Jack Wrather, chairman of the board of Muzak Corp.

The automation equipment was unveiled at Muzak headquarters in New York. It consists essentially of two integrated tape transports, one to play the newly-prepared music programming culled from the current popular and show tune library of the Associated Program Service Div. of Muzak, the other to contain the locally-recorded commercial announcements and local programs of the station.

Subsonic 25-cycle tones on the tapes automatically cue the segues from one tape to the other in precise timing.

Mr. Wrather concurrently announced the formation of a new firm, Programatic Broadcasting Service Inc., of which he also is chairman, to market the equipment-and-music-service package. Programatic is a subsidiary of Jack Wrather Organization Inc., as is Muzak and other broadcast interests such as KFMB-AM-TV San Diego and the *Lone Ranger* and *Lassie* program properties. Mr. Wrather personally also has an interest in Independent Television Corp., new tv film producer-distributor.

With a bank of three Programatic machines, a station could deliver to its transmitter complete program and announcement material for a full 24-hour period, the studio being unattended. With one machine, a small market station operator could spend that period "on the street" selling or a large station could gain greater staff and program flexibility, Muzak officials said.

The complete package is being offered on an exclusive basis in each market with broadcasters currently holding Muzak background service (non-broadcast) service franchises having a first preference option. The Programatic machine will sell for "just under $2,800" with the music program service scaled from about $200 to $400 monthly depending on market and station size. The new development goes on the road for introduction to broadcasters starting with the Oklahoma City regional meeting of NAB Sept. 22.

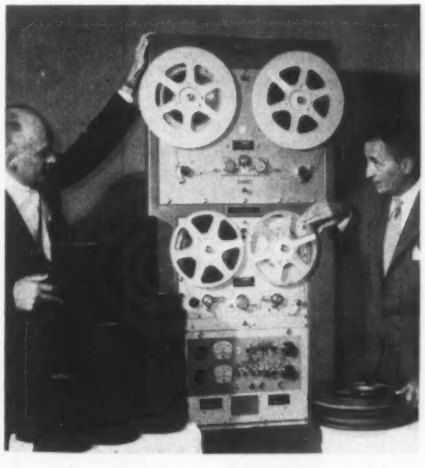
A preview of the "push-button broadcasting service" was given the industry last spring at the NAB convention in Los Angeles. The playback device is precise to plus-or-minus two seconds per eight-hour segment.

The supply of eight-hour tapes consists of 18 reels every 36 days, completely updated each period. It is distinctly different from Muzak background music which is "unobstrusive" and designed not to necessarily attract attention.

The Programatic music instead, while definitely not rock and roll or in the "Top Forty" category, will be instrumental and some smooth vocal arrangements designed to attract attention.

Each eight-hour segment in turn is divided into hours and quarter-hours, with each quarter-hour containing 13 minutes of music plus space for two minutes of commercials or announcements which can be injected at any point or in any proportion. Stations can override the music at any point to insert additional announcements, news or bulletins. A completely detailed program log is supplied, including music selection timing, so a station operator can smoothly substitute a spot at any point and increase his ratio of commercials per quarter-hour or during such times as peak traffic hours.

The Programatic device is synchronized to clock time, also starts or stops at predetermined times completely unattended. The unit, which was field tested for four years, was designed under the supervision of E. F. Hembrooke, chief of research and development for Muzak. Construction of the machine has been contracted by Muzak to other electronic firms, which have not been disclosed.



THE *new fully automatic program machine to be marketed by Programatic Broadcasting Services Inc., a Muzak affiliate, is demonstrated to Muzak President Charles C. Cowley (l) by William Quinlan, vice president of the Jack Wrather Organization Inc. Mr. Cowley stands behind stacks of 2,900 discs representative of the 18-tape, 36-day stock of music to be supplied regularly.*

PROGRAM SERVICE SHORTS

Ampex Corp., Redwood City, Calif., has shipped videotape recorder to WAGA-TV Atlanta, first Georgia station to receive one. Ampex also announces shipment of VTR to WJW-TV Cleveland.

JerDen Promotions, Portland, Ore., formed by Jerry Dennon, former assistant promotion manager for KOIN-AM-TV Portland. Company will specialize in representing record labels and personalities.

Community Club Services Inc., N. Y., reports increases of 11 franchised radio stations during August. Addition brings total of stations active in Community Club Awards Campaigns to 163. In company's four years, 215 radio and tv stations have been franchised to carry Community Club Awards Campaign, of which 87% have renewed their franchises.

QUAD-CITIES

ROCK ISLAND • MOLINE • E. MOLINE • DAVENPORT

now the nation's

47th

TV MARKET

according to Television Age Magazine

RETAIL SALES are above the national average. Rock Island, Moline, East Moline are rated as "preferred cities" by Sales Management magazine for the first 6 months of 1958. You too, can expect above-average sales if you BUY WHBF-TV NOW!

WHBF-TV

CBS FOR THE QUAD-CITIES

Scott County, Iowa, Rock Island County, Illinois

Represented by Avery-Knodel, Inc.

Newman McEvoy

Cunningham & Walsh, Inc.

New York

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WJXT

channel 4, Jacksonville

Roberts Due Bill Club On $3.7 Million Basis

The formation of World Travelers' Club Inc., New York, to serve advertisers on the one hand, and time and space media on the other, under a "due bill" plan was announced last week by its president, Paul Roberts, formerly head of MBS. In the first four weeks of operations, the company has completed more than $3.7 million worth of business, according to Mr. Roberts.

The company has concentrated on radio and television stations as media clients thus far, Mr. Roberts said, and has signed more than 500 radio and 75 tv stations as members of the club. In addition, it has enrolled more than 200 hotels, restaurants, night clubs and other suppliers of goods and services. He indicated the plan already is in operation in some markets.

Mr. Roberts explained that the company has organized two pools, one consisting of time and space outlets, and the other of suppliers of goods and services. After joining as members, advertisers and media may ask the club for due bills in the amounts they desire. Advertisers can select the stations and publications they desire from the pool, regardless of whether the media outlets are using the advertisers' goods and services. In turn, stations and publications are not limited to the members whose advertising they carry. They may select services and merchandise when and as they need them for a variety of reasons, such as contest prizes, gifts for sales meetings, employe incentive plans, sales staff use and other.

To facilitate its operation, WTC will issue a monthly bulletin to its media members, listing merchandise and services available to them. These will include, Mr. Roberts says, hotels, restaurants, transportation, luxury items and appliances, among others. "Our directory will include everything from automobiles to zircons," Mr. Roberts said.

The cost of operating World Travelers' Club, according to Mr. Roberts, will be borne by the various media, which will pay the company a 15% commission.

Mr. Roberts reported that he has assembled a staff of 15 radio-tv-advertising specialists, who will assist advertisers in preparing campaigns, including copywriting. Gene Fitts, formerly with the MBS station relations staff, will head station relations activity for the club and Maria Carayas, formerly in agency media work, has been named director of media.

The club headquarters is at 655 Madison Ave., New York, N. Y. Its telephone number is Templeton 8-4600.

C. Watts Wacker

D. P. Brother & Co.
Detroit

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WJXT

channel 4, Jacksonville

Law Office of Quayle Smith Opens in Washington Today

Quayle B. Smith, a member of the Washington communications law firm of Smith & Hennessy, opens his own office today (Sept. 15) in the Colorado Bldg., Washington (Telephone: Metropolitan 8-3838).

Mr. Smith was with the FCC for six months in 1947, and joined the former communications firm of Segal, Smith & Hennessy when he received his law degree from George Washington U., Washington, in 1947. He is a radio amateur (W3KDR). During World War II he was a paratroop officer in the OSS, serving behind enemy lines in Italy. A native of Iowa, Mr. Smith was graduated from Drake U. and attended U. of Iowa law school before entering military service. While at U. of Iowa, Mr. Smith was chief transmitter operator of WSUI Iowa City.

Blackburn Opens Coast Branch

Blackburn and Co., national media broker, has announced the opening of a west coast office to be supervised by Colin M. Selph, a new member of the firm. Located in the California Bank Building, Beverly Hills (Phone Crestview 4-2770), it is Blackburn's fourth regional office.

MR. SELPH

Mr. Selph was president of KEYT (TV) Santa Barbara, Calif., from 1952 until the station's sale in 1957. Previously he had been with the *San Francisco Chronicle*, owned a Muzak franchise and served as vice president with KPIX (TV) San Francisco. He has devoted the past year to a world-wide study of television.

PROFESSIONAL SERVICE SHORTS

Knipschild-Robinson Inc., specializing in sales promotion, advertising and merchandising, has been organized in Chicago. New firm, located at 520 N. Michigan Ave., formed from 18-year-old Roy Knipschild & Co., with **William A. Robinson,** formerly general manager of sales promotion and sales training at Kling Studios, as partner. Company also will handle slide films, motion pictures, public and trade relations and point-of-purchase displays.

Arthur P. Jacobs Co., public relations firm, has opened office at 449 S. Beverly Drive, Beverly Hills, Calif. Telephone: Crestview 4-8471 and Bradshaw 2-0211. New York office is at 40 E. 49 St.; telephone: Plaza 9-6272. Organization was formerly part of Rogers & Cowan & Jacobs, whose offices at 177 S. Beverly Drive, Beverly Hills, are retained by Rogers & Cowan.

Thomas P. Swift Assoc., New York advertising-public relations firm, named exclusive North American representative for newly-formed Servicio Internacional de Relaciones Publicas (SIRP), Buenos Aires, Argentina. Public relations network—affiliate of International Advertising Service, Buenos Aires ad agency—embraces eight Latin American countries, U. S. and Canada. Mr. Swift's firm will provide PR services for SIRP clients in U. S., Canada and Puerto Rico. Latin American nations serviced are Argentina, Brazil, Chile, Cuba, Mexico, Peru, Venezuela and Uruguay.

Institute for Motivational Research has opened west coast branch office at 6399 Wilshire Blvd., L.A. 28, Calif. Telephone: Olive 3-6029. **Lottie Rockler,** formerly director of Motivational Research projects at Facts Consolidated in L.A., appointed west coast research coordinator of IMR, rejoining organization which she served for six years before going to Facts Consolidated.

Robert S. Taplinger Assoc. Inc., N. Y., has opened public relations offices in London and Paris. Branches will represent clients in U. S. which have overseas interests and will service its new European accounts. Other offices in this country are in Chicago and L. A.

South Newsreel, Birmingham, Ala., has been established to produce films and live shows for political campaigns. Roy Macarto heads South Newsreel, which will film news clips for tv news shows, 15 and 30-minute films for tv and other showings and will produce radio and tv spots. Company will make live shows for candidates.

Sumner & Friedkin Assoc., motion picture and tv publicity firm, has moved from 200 W. 57th St., New York, to 234 W. 44th St. Telephone: Bryant 9-5419.

Cessna Coun-Selling Service, radio consultant, announces additional service of station brokerage through Adrian Sales Co. Realtor, Adrian, Mich. Mr. Cessna and Adrian Sales Co. will concentrate on serving stations east of Mississippi.

WADC Akron Also Voices Complaint Against WAKR

A second Akron, Ohio, radio station joined in complaining to the FCC about a news story in the *Akron Beacon-Journal* lauding WAKR of that city [STATIONS, Sept. 8].

Allen T. Simmons, president of WADC Akron, has written the FCC that the sentiments and observations made by [Mr. Tim Elliott of WCUE] "very forcibly express our views . . . "

Mr. Simmons said that WADC has felt for some time that survey ratings are very "deceptive." He pointed out that the ratings do not take into account coverage patterns of the four local stations; that WADC's coverage "extends beyond the boundaries of Summit County or Akron"; and that "this is not done by any of the surveys advertised by WAKR." He said he joined with Mr. Elliott in asking that competition among the four Akron stations "be conducted fairly."

WCUE's complaint was that the *Akron Beacon-Journal*, which is a 45% owner of WAKR, unfairly boosted WAKR's listening audience by erroneously quoting from rating surveys. The newspaper published a correction the next day of what was termed inadvertent errors, and also reported WCUE's complaint to the FCC. S. Bernard Berk, president of WAKR, termed the charges "unfounded" [AT DEADLINE, Sept. 8].

Carolina Court Coverage Lauded

Radio and television's battle to gain full rights to courtroom coverage [LEAD STORY, Sept. 8] received a boost earlier this month when the Charlotte, N. C., Civil Service Commission praised the work of newsmen from WBT-WBTV (TV) Charlotte in reporting a hearing on alleged misconduct of a city police captain.

The three-man commission "highly praised the manner" in which John Jamison and Earl Wells filmed and recorded the courtroom proceedings, the Charlotte stations report. Over 2,700 feet of film were shot by WBTV during the four days of hearings for daily newscasts, and special 15-minute and hour-long reports were aired over WBT.

We've read thousands of U.S. and Canadian newspapers in the past 9 years, looking for unusual *local retail* promotions: traffic-building stunts, give-aways, anniversary gimmicks, slogans, etc. used by local retailers. Result? We've assembled over 300

ideas

and we challenge anyone selling *local* retail advertising to read them without finding at least 10 good usable ideas! 108 pages, well-illustrated, these 300 ideas are yours for only $25. I.F.I. Adv. Agency, Christie Bldg., Duluth, Minnesota.

WBTV (TV) CHARLOTTE, N. C., turned in a recording record with its Sept. 5 telecast of the "world's first television program to be tape recorded and played back on the air in full color by a tv station." Joseph M. Bryan (l), president of the Jefferson Standard Broadcasting Co., listens as Thomas E. Howard, WBTV vice president engineering, explains operational aspects of the 7 by 13 ft. RCA recorder. For its debut WBTV aired *The Betty Feezor Show*, taped between 11 and 11:30 a.m. and broadcast from 1 to 1:30 p.m. with sound and picture quality described as perfect. Costing in excess of $100,000, the RCA videotape machine records either color or black-and-white programs on two-inch wide tape. A reel holds 64 minutes of programming. WBTV's recorder is the seventh built by RCA and the first delivered to a station.

WJXT (TV) Becomes WMBR-TV Call

WMBR-TV Jacksonville, Fla., became WJXT (TV) yesterday (Sept. 14) according to an announcement by Glenn Marshall Jr., vice president of The Washington Post Broadcast Division and president of WJXT.

The Washington Post Co. sold WMBR-AM-FM Jacksonville to a group composed of WWDC-AM-FM Washington, D. C., owners Joseph Katz and Ben Strouse in July [CHANGING HANDS, Aug. 4].

Two Join Petry Company

Martin Percival and Bob Lewis last week were named account executives in the New York office of the radio division of Edward Petry & Co., station representative.

For the past year Mr. Percival has been a salesman for McGavren-Quinn Corp., station representative. Before that he served with NBC Radio Spot Sales and with McCann-Erickson and Sullivan, Stauffer, Colwell & Bayles.

Mr. Lewis has been vice president in charge of sales of *Television* magazine for the past three years. Before that he was a radio-tv account executive with International News Service.

Mark Byrne

William Esty Co., Inc.
New York

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WJXT

channel 4, Jacksonville

A HAZARD THAT NEVER SLEEPS

A daily occurrence—
Radio and TV Stations
are accused of

LIBEL — SLANDER
PIRACY — PLAGIARISM
INVASION OF PRIVACY
COPYRIGHT VIOLATION

through act of station,
staff, announcer, speaker,
talent, commentator, sponsor.

THE SPOKEN WORD IS MASTER!
BUT you can
INSURE
against embarrassing loss
by having our unique
Excess Policy
at amazingly low cost.
Write for details and rates

EMPLOYERS REINSURANCE CORPORATION
21 WEST TENTH STREET
KANSAS CITY, MO.
New York, 107 William St · Chicago 175 W Jackson · San Francisco 100 Bush St

CHANGING HANDS

TRACK RECORD ON STATION SALES, APPROVAL

ANNOUNCED *The following sales of station interests were announced last week. All are subject to FCC approval.*

WRRR ROCKFORD, ILL. • Sold to Radio Rockford Inc. by William E. Walker and associates for $227,900 plus the assumption of certain obligations. New owners own WKAN Kankakee, Ill., and the *Kankakee Journal*. They include Burrell L. Small, president; Len H. Small, chairman; Arthur L. Beckman, secretary-treasurer and Bruce Brown, assistant secretary. WRRR is 1 kw on 1330 kc. Transaction was handled by Hamilton, Stubblefield, Twining & Assoc.

APPROVED *The following transfers of station interests were approved by the FCC last week. For other broadcast actions, see* FOR THE RECORD, *page* **92.**

WUST-AM-FM BETHESDA, MD. • 50.885% interest sold to WUST Inc. (Milton Deiner, president) by Carl J. Batter and others, voting trustees, for $190,000. WUST is on 1120 kc with 250 w day. WUST-FM operates on 106.3 mc with 250 w.

KQUE ALBUQUERQUE, N. M. • Sold to WPEO Peoria, Ill., by Edgar F. Pechacek and others for $210,000. KQUE operates on 920 kc with 1 kw day and 500 w night, with directional antenna at night. W. N. Schepp, one of sellers, holds interest in KUSN St. Joseph, Mo. WPEO stockholders are Kenneth R. Greenwood, Robert Chapin, Lee Vaughn and Merritt Owens.

REPRESENTATIVE APPOINTMENTS

KJEO-TV Fresno, Calif., names H-R Television Inc. as national repesentative effective Oct. 1. ABC-TV affiliate, KJEO-TV is on ch. 47.

KFAL Fulton, Mo., names John E. Pearson Co., N. Y.

KITE San Antonio, Tex., names The Bolling Co., N. Y.

WKFM (FM) Chicago appoints Bob Howe public relations agency, Chicago, to handle its publicity.

WITH Baltimore, WLEE Richmond, WXEX-TV Richmond and **WUSN-TV Charleston, S. C.,** name McGavren-Quinn Corp., N. Y., in all areas except New York. WITH, WUSN-TV, WLEE and WXEX-TV are represented in New York by Select Representatives, N. Y.

STATION SHORTS

KUTE (FM) Glendale, Calif., has issued Rate Card #3, doubling Class A rate (6 a.m.-12 midnight) from $3 to $6 for one minute, from $2 to $4 for 30 seconds, with fixed positions. Class B (midnight-6 a.m.) remains at $3 per minute, $2 for 30 seconds, run of schedule. New card also offers 10-second time signals and package rates for concentrated 30-day or 13-week campaigns of from two to eight announcements per day, with discounts ranging from 5% to 20% from base rate.

Meredith Publishing Co. (owners of KCMO-AM-FM-TV Kansas City; KPHO-AM-TV Phoenix, Ariz.; WOW-AM-TV Omaha, Neb.; WHEN-AM-TV Syracuse, N.Y., and KRMG Tulsa, Okla.) has presented deed for 50 acres of land to Des Moines Independent Community School District in northwest Des Moines. Plans call for cluster of multi-story buildings to serve between 800 and 1,000 junior high students and 1,500 to 2,000 senior high students.

KLOK San Francisco has dedicated its new international studio at 846 Clay St. (in city's famed Chinatown district) with California Gov. Goodwin Knight, San Francisco consuls general from China, Japan, Mexico, Greece, Portugal, Italy and Yugoslavia and other civic dignitaries participating in ceremonies.

WJR Detroit will broadcast selected preseason and all league games of Detroit Lions, professional football team, for seventh consecutive season. Bob Reynolds will describe pre-season games while Van Patrick will handle regular season contests.

KSAY San Francisco and **KEEN San Jose** have joined A-Buy of California radio group, bringing A-Buy's total to 14. Addition of new stations was announced by George P. Hollingbery, S. F., which represents A-Buy stations collectively and individually. Additional group discounts up to 15% off base rates have been approved by member stations. Added discounts will be 12% for 10-station or more purchase and 15% for 12-station or more buy.

WDVL Vineland, N. J., announces target date of Sept. 30 for start of on-air operations. WDVL is 500 watt daytimer at 1270 kc.

WHOOPS

A promotional gimmick by WBOY-TV Clarksburg, W. Va., got more publicity than the station bargained for—not the most favorable kind.

The gimmick: An air drop of some 300 war surplus paper parachutes decorated with 30-ft. aluminum foil streamers ot promote a new series of feature films (see story, page 87).

The result: Power lines burned out; radio and tv sets short-circuited; a woman knocked unconscious after touching a streamer draped over a power line; a powerless bakery missed a bread-run, and one newspaper lost several minutes of its news wire service.

Added result: banner headlines in area papers.

IT SOUNDS GOOD . . . . . but
Chances are that a moose will respond when he hears another moose call. And if that moose call is from a hunter, the world becomes poorer by one moose. On the other hand, had the moose stopped to investigate, he would still be around. In broadcast negotiations, it pays to investigate any proposed media buy, through Blackburn & Company. Experience has proved that Blackburn & Company is consistent in producing quality transactions.
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CBS-TV Daytime Show Promotion To Attract 49 Woman Reporters

An investment by CBS-TV of $50,000 in a promotion titled "The CBS-TV Daytime Televisit Week," has already netted the network about $500,000 in newspaper and television advertisement and editorial support, according to network officials. The promotional event reaches its climax this week in an eight-day visit to New York by 49 women, representing the typical viewer in each state, including Alaska.

The promotion enlisted the cooperation of 49 tv stations (one from each state) and a local newspaper. Starting on Aug. 6, the stations annd newspapers jointly conducted a contest to select a woman viewer who would act as the hometown newspaper correspondent in New York during this week. The winning contestants completed the sentence, "I would like to be the reporter at the 'CBS-TV Daytime Televisit Week' because . . ."

CBS-TV is paying all expenses for each woman, starting last Saturday (Sept. 13) through this Saturday (Sept. 20) and will escort visitors to CBS-TV daytime programs, introduce them to the personalities, and have them sit in on rehearsals and production meetings. A special communications center has been set up at the Hotel Warwick in New York from which the woman will report daily to their newspapers.

The project was conceived under the direction of Oscar Katz, CBS-TV vice president in charge of daytime programs and developed by Ed Friendly, daytime program director and Alan Brandt and David Gordon of Brandt Public Relations, New York, which handles exploitation and promotion for the network's daytime schedule. Charles Steinberg, CBS-TV director of press information, supervised publicity on the project.

THAT'S "Pops" on the left. He's a weasel, and the mascot for WEZL Richmond, Va. On the right is "Peeps," a white rat originally destined for a less happy fate. Pops and Peeps both came from Maine, shipped in a crate marked "Weasel and Food." They both arrived safely and are now inseparable, two-mascot WEZL reports.

KLAC Reinstates D.J. Team After Summer Top 40 Fling

KLAC Los Angeles, which last spring dropped the "Big Five" disc jockey team that had been the core of the station's programming and adopted a full-scale "New Sound" program format of top 40 music and staccato news features [STATIONS, April 14], yesterday (Sept. 14) reversed itself and reinstated disc jockeys as a basic part of its schedule.

New "Big Six" of KLAC are: Bob Hopkins, actor-comedian who has not previously been a disc jockey, who will handle the 6-10 a.m. programming; Nick Paul, from KRLD Dallas, 10 a.m.-1 p.m.; Jack Slattery, announcer on the *Art Linkletter Show*, who will continue in that capacity in addition to serving as a KLAC d.j., 1-4:30 p.m.; Claude Stroud, comedian who with his brother formed a successful team on network radio a few seasons back, 4:30-8 p.m.; Ron McCoy, from KLUB Salt Lake City, 8 p.m.-12 midnight; Biff Collie, who has been traveling with the Phillip Morris country music show and was formerly at KPRC Houston, 12-6 a.m.

Arnold Marquis, veteran radio writer-director-producer, newly appointed program

HOP TO IT

H. Preston Peters, Lloyd Griffin, Russel Woodward and other top executives of Peters, Griffin, Woodward Inc., station representative, received a package from Edwin K. Wheeler, general manager, WWJ-AM-TV Detroit. In an accompanying note Mr. Wheeler told the stations representative, "Hop to it. Let's keep the WWJ stations on top." In the package: pogo sticks.

Peter Levathes

Young & Rubicam, Inc.
New York

Please note that WMBR-TV in Jacksonville, Florida has changed its call letters to WJXT. A new name—but still the same old habit of leadership, with the largest audience in all of Northern Florida and Southern Georgia. WJXT, operated by the Washington Post Broadcast Division, represented by CBS Television Spot Sales.

WJXT
channel 4, Jacksonville

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WJXT
channel 4, Jacksonville

HOOP twirling, rising fast as a national fad, and bathing beauties, always in style, were combined by KDKA-TV Pittsburgh as a reminder to downtown shoppers that the station would carry the *Miss America Contest* telecast from Atlantic City Sept. 6.

director of KLAC, points to the inclusion of two comedians in the new d.j. lineup as an innovation in station programming. The comics have been scheduled for the morning and afternoon traffic hours in hopes of gaining a part of the city's sizeable highway audience. Mr. Marquis, who has been associated with Don Fedderson, program packager and long time program consultant to KLAC, succeeds George Norman, resigned. Mr. Norman, who joined KLAC as vice president of operations last April, created the disc jockeyless program format for the station.

KCUB Celebrates New Ownership

For its first promotion campaign to celebrate the acquisition of KCUB Tucson, Ariz., by the Gordon Group of stations, KCUB opened with a listener contest in which one record ("Firefly") was played for an entire day. The listener who guessed correctly the number of times it was played was awarded a three-day, expense-paid vacation in Las Vegas, plus an additional $50 to spend, and dinners for two at a Tucson restaurant.

During its three opening days promotion, KCUB also featured a "Lucky Bear Hunt" for Tucson residents. More than 100 toy cub bears were placed with merchants. Locations were announced four times an hour for the three days. The bears were redeemable at the station for prizes. Additional contest promotion came from girls who carried the cub bears while being driven through the city in Thunderbirds. The girls distributed jars of honey with labels inviting the public to "Be Our Honey."

WRGP-TV Puppet Flies to Europe

Children viewers of *Circle 3 Ranch* on WRGP-TV Chattanooga, Tenn., were asked for two weeks, "Where is Homer Duck?" "Homer" is the puppet sidekick of Tom Willette, emcee of the weekday children's program. Several thousand postcards were received, the station reports, giving guesses to the duck's whereabouts. With the cooperation of Eastern Airlines and the Scandinavian Airlines System, Homer was flown to Copenhagen, Denmark, where he was given a tour of the city by airline hostesses. Prizes for correct guesses included bicycles, a camera, cowboy boots and several puppies and kittens.

WEAU-TV Shows 'Appreciation'

Approximately 35,000 persons attended the Aug. 24 celebration of "Appreciation Day" sponsored by WEAU-TV Eau Claire, Wis.

Thirty participating sponsors joined the event in the station's "back-yard" with booths, fashion shows and product demonstrations. A midway featured pony rides, ferris wheels and boat rides, all free for children. A five-hour presentation of the day's activities was telecast with the remote facilities of WEAU-TV. Announcers delivered live commercials from the sponsors' booths. Entertainers who helped extend the station's appreciation to its viewers included George Morgan, Nashville singing star, and Sonny James, Capitol recording star.

KXOK 'Hooplas' for Listeners

KXOK St. Louis, Mo., is giving away 16 "hula-hoops" a day in promotion campaign for listeners based on the nationwide hoop craze and the new record "Hoopa Hoola." A hoop recipient is named each time KXOK airs the record and a hoop is delivered directly to the listener's home. KXOK's "Hoopla" began Sept. 6 and continued through Saturday (Sept. 13).

Numbers in Popcorn Win Prizes

WBZ-TV Boston viewers entered a contest promoting the showing of the "Going My Way" movie by getting a free bag of popcorn from one of five Boston area locations. Contained in each bag was a numbered certificate. Winning numbers for a grand prize of a beaver coat and a 21-inch RCA color tv set and 40 additional prizes were announced during the debut of the stations new Sunday afternoon feature film show, *Command Performance*.

ABC-TV Offers Show for Teachers

ABC-TV's *Bold Journey* (Mon. 8:30-9 p.m.) second teacher's guide program will get underway today (Sept. 15) with guides distributed to over 100,000 teachers throughout the U. S. by the program's sponsor, Ralston Purina Co., St. Louis.

The guides, which are distributed to teachers at their request only, were distributed last year to only 18,000 teachers. The guides provide a synopsis of each program and

questions and answers to help plan classroom discussions before and after the students see the telecast, in addition to a bibliography for further reading on each subject and a glossary of words used in the program. Ralston Purina agency is Guild, Bascom & Bonfigli, San Francisco.

Queen Reigns Over WAVE Parade

A total of 2,873 postcard votes were cast by WAVE Louisville, Ky., listeners in a contest to select a "Miss Roaring Twenties" queen to promote the station's second annual antique auto parade. Six queen candidates competed in a "Charleston dance contest" televised by WAVE-TV. Second and third place winners, "Miss Flapper" and "Miss Charleston," also rode in the parade.

Advance publicity in two Louisville newspapers and in *Tv Guide* helped to attract crowds along the 25-mile parade route. Parade cars included 16 vehicles from the Louisville Antique Auto Club. WAVE presented a plaque to '06 Maxwell as the best restored car in the parade.

WBOY-TV Drops Passes for Show

To climax a week-long promotion announcing the premiere of first run movies on its program *Stage 12,* WBOY-TV Clarksburg, W. Va., dropped 300 parachutes over central West Virginia with season passes attached for viewing the films each Saturday and Sunday evening.

WFGA-TV Helps Out School Board

The Duval County, Fla., School Board's pre-term teachers meeting was held this year with the aid of WFGA-TV Jacksonville. The station canceled 45-minutes of network programming to telecast the school board's meeting that was seen by 3,500 teachers on tv sets placed in schools by local dealers. Airing the meeting accomplished in 45-minutes what previously had required several separate sessions.

WDSU Day Draws Record Crowd

WDSU-AM-TV New Orleans drew a crowd estimated at 110,000 to Pontchartrain Beach Amusement Park for the station's ninth annuel WDSU Day. The attendance figure topped all records, park officials told WDSU.

A joint radio and television venture, the event this year was expanded from its previous evening program to an all-day schedule, which included a "Meet Your Favorite Personalities" feature, special prices on rides, a "see yourself on tv" feature and a fireworks display.

CJON-TV Plans Drama Festival

CJON-TV St. Johns, Nfld., is underwriting as a public service this fall a special one-act drama festival on live television in order to develop dramatic actors and actresses in the province. Invitations have been sent to drama groups in Newfoundland. CJON-TV will pay transportation costs, create scenery and stage effects and will provide each group with rehearsal facilities before the station begins its planned week-long festival.

WHDH Radio Ad Features Dulles

As a means of dramatizing the public affairs and news impact of radio, WHDH Boston placed a 660-line advertisement in the Sept. 5 issue of the *Boston Herald,* reprinting a Sept. 4 AP story on Secretary of State John Foster Dulles. The story reported that while Mr. Dulles was riding to the Washington airport, he had his driver slow down so that he could hear a newscast before boarding a plane. WHDH's conclusion: "Those who make the news depend on radio for the news."

D. J. Measures 'Weiner Distance'

Chuck Breece, d.j. at WFBM Indianapolis, asked listeners to his *Indianapolis at Night show,* to guess the number of hot dogs it would take to stretch from the

HI NEIGHBOR WEEK interviews were conducted by WOOW Washington, N. C., using its 5 w "Little Red Wagon" remote transmitter. Bill Moore (second r) wheeled the completely self-contained unit (powered with a 12 volt battery) up and down the city's Main St. some four miles from WOOW's transmitter and engaged passers-by in on-air conversations.

Lee Rich

Benton & Bowles, Inc.
New York

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WJXT

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Can be driven by any 250 watt or higher power transmitter.
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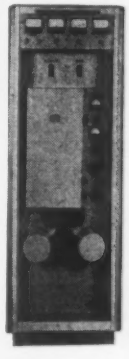

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WFBM studios to a hi-fi distributor, four blocks away. To get the answer for his contest Mr. Breece measured the distance with a ten-foot string of hot dogs contributed by a meat packing company sponsor.

With the help of the hi-fi equipment dealer and a pretty model, Mr. Breece discovered the winning guess of 5,228½ weiners was just one-half a weiner short of the actual distance. The winner was awarded a year's supply of hot dogs and a hi-fi set.

WTIX Hosts 70,000 at Beach

WTIX New Orleans estimates attendance reached 70,000 at the station's fourth annual WTIX Appreciation Day Aug. 21 at Ponchartrain Beach.

Events for WTIX guests included "poolside" broadcasts by Ken Karlton and Rod Roddy, station personalities; the distribution of more than 5,000 records; and free rides at the beach amusement park for people of all ages during a three-hour period. An hour-long stage show featuring all WTIX personalities and guest recording stars climaxed the day's activities.

Slides Sell Tv for WICU-TV

Promotion Manager Jim Spence of WICU-TV Erie, Pa., has launched a campaign to promote local television sales by utilizing sales messages over promotion slides of network shows during programs which attract male audiences. For example, a *Twenty-One* slide points out, "There's big money in television . . ."

Arthur Pardoll

Foote, Cone & Belding
New York

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WJXT

channel 4, Jacksonville

PEOPLE

A WEEKLY REPORT OF FATES AND FORTUNES

ADVERTISERS & AGENCIES

JAMES J. NANCE, former head of Studebaker-Packard Co. and vice president and general manager of Ford Motor's Mercury-Edsel-Lincoln Div., resigned. **BEN D. MILLS,** vice president and assistant general manager of division, succeeds him. In other change, **WALKER A. WILLIAMS,** vice chairman of Ford dealer policy board since April 1956, elected vice president and moved into Mr. Mills' former post. Though Mr. Nance's resignation not explained, it is pointed out division's sales have not lived up to expectation.

MR. FINE

WILLIAM H. FINE, who resigned last month as executive editor of *Good Housekeeping* magazine, joins Reach, McClinton & Co., N.Y., as v.p. and director of market development. Mr. Fine's other associations in publication field included publisher of *Bride & Home;* fashion advertising manager and west coast general manager, McCall Corp., and publisher of various Westchester, N.Y., papers.

H. TAYLOR PROTHEROE, creative director of Cobak-Jessop Adv. Co., Akron, Ohio, elevated to general manager succeeding late **GEORGE J. COBAK.**

MR. DEAN

LOUIS E. DEAN, previously with Kudner Agency in charge of General Motors' institutional account, rejoins D. P. Brother & Co., Detroit, Mich., as v.p. Mr. Dean started his career as radio announcer and was first connected with D. P. Brother as member of radio department in 1930's.

GEORGE R. GIBSON, with Paris & Peart Inc., N.Y., as account supervisor, promoted to agency v.p.

JEROME D. GREENBERG, formerly with WAAT Newark, N.J., as account executive, appointed v.p. of Scheck Adv., Newark.

MR. CASE

HARRY L. CASE, formerly sales manager of WHIM Providence, R.I., elected v.p. of Creamer-Trowbridge Co. (advertising), Providence. Mr. Case was previously with WORC Worcester, Mass., as program director.

ROBERT GUGGENHEIM, v.p. and general manager of MacManus, John & Adams' west coast operations for four years, resigns to become more active in tv, radio and motion pictures for tv. He is succeeded by **RALPH YAMBERT,** v.p., as manager of MJ&A's west coast operations.

HADLEY P. ATLASS, 14 years with Young & Rubicam's merchandising department, elected v.p. and named associate director of merchandising department.

MR. SALAN

MORTON L. SALAN appointed v.p. in Baltimore office of W. B. Doner & Co., advertising. Mr. Salan will act as supervisor on several of agency's national, regional and local accounts.

KAY OSTRANDER, formerly executive time buyer for Honig-Cooper, Harrington & Miner, S.F., appointed head of media department at Anderson-McConnell, Los Angeles advertising agency. **FAYTHE VENT,** still on A-M staff, resigns later this month to seek master's degree at U. of Southern Cailfornia.

NEWT MITZMAN, senior commercial producer, Ogilvy, Benson & Mather, N.Y., to manager of commercial production, radio-tv department.

JACK R. ELLIOTT, formerly promotion and advertising manager for KTSM-AM-TV El Paso, Tex., joins Vic Maitland & Assoc., Pittsburgh, in radio and tv department.

ROBERT F. LIMA, technical editor, *The American Automobile* and *El Automobil Americano,* to international department, MacManus, John & Adams, N.Y., as international copy supervisor.

MANSON M. STEFFEE, formerly with Campbell-Ewald Co., Detroit and VanSant, Dugdale and Company, Baltimore, joins Henderson Adv. Agency, Greenville, S.C., as copy writer. **MIRIAM SANDERS,** formerly with WSB-TV in Atlanta, Ga., to television and radio department of Henderson.

DICK FANSLER, formerly advertising and public relations director for Rosarita Mexican Foods, Mesa, Ariz., joins creative staff of Stiller-Hunt, advertising, Beverly Hills, Calif.

HELEN GURLEY, with L.A. office of Foote, Cone & Belding 10 years, joins Kenyon & Eckhardt in L.A. as copywriter for Max Factor Products. **ALBERT D. CLARKE** joins K&E as media manager of Montreal office after having served Cockfield Brown, Montreal.

MARIE C. FINNEY, copywriter, L. C. Miller Co. (newly-merged with Lennen & Newell), to similar post at Hicks & Greist, both N.Y.

GEORGE J. COBAK, 49, president of Cobak-Jessop Adv. Co., Akron, Ohio, died Aug. 23 following heart attack. Mr. Cobak had been account executive with Jessop agency since 1947. In June 1957 he purchased 24-year-old company.

FILM

ARTHUR GREENFIELD, previously Seattle branch manager for Universal International, joins Screen Gems Inc. as northwest sales manager.

ANTHONY J. TORREGROSSA, assistant sales service manager, Ziv Television Programs, to Independent Television Corp., N.Y., as sales service manager.

STANLEY LEVINE, formerly public relations manager, Popular Publications Inc., appointed press editor at California National Productions, NBC's film subsidiary. Mr. Levine was once news editor and script writer at Warner Pathe News.

NETWORKS

LAMONT JOHNSON, LIVIA GRANITO, WALTER GRAUMAN and **ALAN COOKE** engaged as executive producers for new NBC-TV series *The Further Adventures of Ellery Queen,* debuting Sept. 26.

CHARLES VAN DOREN, winner on NBC-TV's *Twenty-One* quiz show last year, joins "permanent" staff of *Today* show on NBC-TV effective Oct. 6. Mr. Van Doren will have regular part of early morning show for reviews, discussions and comments.

STATIONS

MR. VOIGT

WALLY VOIGT, sales manager of WRAP Norfolk, Va., appointed general manager of Tobacco Radio Network. Mr. Voigt was general manager of WAIR Winston-Salem, N.C., for several years and was also associated with WWOD Lynchburg, Va. Tobacco Radio Network is composed of 12 eastern North Carolina stations and one South Carolina station.

NED RICHARDSON, KPAY Chico owner, and **ALBERT MADDEN,** KIDD Monterey general manager, elected to board of directors of A-Buy of California radio stations at recent meeting. **KNOX LaRUE,** KSTN Stockton owner and group treasurer, made permanent director.

WILLIAM J. GARRY, commercial manager of WBUD

Trenton, N.J., elevated to v.p. in charge of sales.

MR. VON HOFEN

FRED VON HOFEN, formerly part-owner and manager of KENO Las Vegas, Nev., named station manager of KGW Portland, Ore. Mr. Von Hofen was previously station manager of KING Seattle, Wash.

TOM FLYNN, formerly production manager of KMJ-TV, Fresno, Calif., appointed manager of radio station KERN in Bakersfield, Calif., McClatchy Newspapers' station.

HOWARD FINCH resigns as executive v.p. of WJIM-AM-TV Lansing, Mich., and as member of Board of Directors of Gross Telecasting Inc., effective Oct. 1. Future plans have not been announced.

MR. BENNETT

TOM BENNETT, formerly with NBC as producer, director and talent scout, appointed managing director of proposed second uhf educational channel to be operated by WQED (TV) Pittsburgh. WQED applied for second channel to better service schools and to make channel available to special groups such as industry and labor.

JAMES E. CONLEY, previously account executive, CBS-TV Spot Sales, Chicago, to WCAU-TV Philadelphia as general sales manager. Other WCAU-TV appointments: **ROBERT N. PRYOR,** v.p. in charge of public relations for WCAU stations, to director of promotion and information services; **JOHN M. DOLPH JR.,** assistant program director of WCAU-TV, to program director, and **MEL LEVINE,** assistant manager, WCAU-TV, to administrative assistant to general manager.

MORT HENDRICKSON, formerly part owner of WKDN Camden, N.J., and WHAP Hopewell, Va., assumes duties as manager of WDVL Vineland, N.J., new station scheduled to begin operations Sept. 30. Other WDVL appointments: **RICHARD FERRY,** sales representative; **BOB MacFARLAND,** sales and special events man; **HENRI MOREY,** librarian, account department, and **VIVIAN HENDRICKSON** and **JACK JONES,** general staff members.

JOHN D. (JACK) HARVEY, commercial manager, WRRR Rockford, Ill., named general manager of WSHE Sheboygan, Wis. **DON HOOVER,** sales manager of WKAN Kankakee, Ill., succeeds Mr. Harvey as WRRR commercial manager.

JAMES CANYON, formerly program manager, WEZL Richmond, Va., elevated to general manager. **NEWT THOMAS,** former manager, continues at WEZL on sales staff.

RAY STARR named general manager of WGRO Lake City, Fla. Other appointments for new station, scheduled to go on air in October, are **TOBEY DOWDY, DON DOCKERY** and **ROBERT DOBELSTEIN,** administrative staff members.

WARREN STOUT, formerly with KOAM Pittsburg, Kan., to KFAL Fulton, Mo., as national sales manager.

JOHN G. LEITCH, veteran of 29 years service with WCAU-AM-FM Philadelphia and v.p. in charge of engineering since 1949, appointed director of engineering for WCAU-AM-FM-TV. **CHARLES V. LYNCH,** comptroller for WCAU-AM-FM, named comptroller for WCAU-AM-FM-TV.

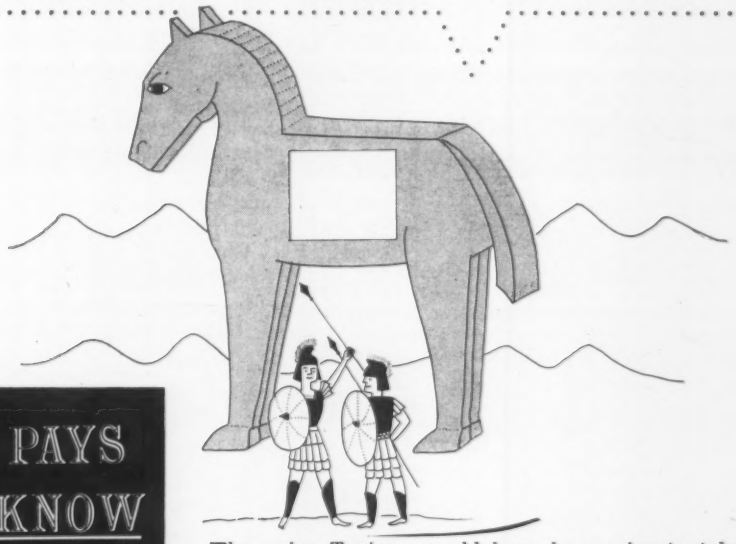
BARNEY OGLE, formerly with NAB in stations relations department, to KENS San Antonio as assistant general manager.

WAYNE VAUGHN moves from WEWS (TV) Cleveland sales department to WGBS Miami as national sales executive.

FLOYD A. TIMBERLAKE, formerly with RCA as broadcast tv field sales representative, joins WKBW-TV Buffalo, N.Y., permittee, as chief engineer.

HAL BIARD, KCOP (TV) Los Angeles director of

"What a wonderful souvenir for them to leave us!"



IT PAYS TO KNOW THE ANSWERS

The naive Trojans would have been wise to take a sharper look at their Grecian gift-horse. Today, in television and radio, successful decisions can be made only by studying the facts. There is no more complete, accurate reporter of broadcast advertising facts than BROADCASTING. More businessmen *PAY* to get BROADCASTING than for the next three publications combined. Knowing the latest answers in TV-radio is worth money to them. It can be worth many, many times more *to you* than the introductory price of $3.50 for the next 26 issues. Send name and address; we'll bill later.

BROADCASTING

1735 DeSales Street, N. W., Washington 6, D. C.

TYPE 120-D

NEMS-CLARKE

FIELD INTENSITY METER

LIGHT WEIGHT
DIRECT READING
SELF-CONTAINED

A portable instrument for measuring the wide range of radio signal intensities from 540 to 1600 kc. Its range is from 10 microvolts to 10 volts per meter, making it equally effective for interference studies at low signal strengths and close-in measurements on high-power directional arrays.

Accuracy is assured by a calibration method that compensates for variations in tube characteristics and for voltage variations in the self-contained battery power supply. Operation is simple—measurements made rapidly—direct reading on all ranges—requires no charts or multiplication factors—no warm-up period necessary.

NEMS-CLARKE COMPANY
A DIVISION OF VITRO CORPORATION OF AMERICA
919 JESUP-BLAIR DRIVE • SILVER SPRING, MARYLAND • JUNIPER 5-1000

promotion, named executive assistant for programming and production. Mr. Biard will continue to head promotion.

MARIO V. LAGE, formerly chief announcer at KFAR-AM-TV Fairbanks, Alaska, appointed program director of KIST Santa Barbara, Calif., replacing **RICHARD JOHNSTON.**

CONSTANCE BLACKSTEAD, formerly in charge of public service and educational programs for North Dakota Broadcasting Co. Tv Network, appointed program manager for KXJB-TV Valley City, N.D., and KXAB-TV Aberdeen, S.D., both North Dakota Broadcasting Co. stations.

ARCHIE S. GRINALDS, formerly with ABC in New York, named sales manager of WDIA Memphis, Tenn., succeeding **HAROLD F. WALKER.**

GEORGE BROWN, formerly news manager of WOR New York, named director of news and special events for WOR-AM-TV, encompassing radio and tv news and special events for both stations; **MARVIN CAMP,** acting supervisor of WOR-AM-TV press department since January, promoted to manager of press and public relations for WOR-AM-TV. **STAN LOMAX,** WOR sportscaster for 28 years, named to newly-created position of director of sports, and **HERB SALTZMAN,** former WOR merchandising manager, appointed to newly created post of merchandising director of WOR-AM-TV.

MELVIN M. BAILEY, formerly program manager, KEX Portland, Ore., appointed program manager of WBZ Boston and WBZA Springfield, Mass., Westinghouse Broadcasting Co. stations. Mr. Bailey succeeds **GERALD A. SPINN,** resigned.

JERRY PARKS, former program director of KZEE Weatherford, Tex., named group program director for both KZEE and KMUS Muskogee, Okla., recently bought by **HORACE BOREN,** Dallas airlines executive. **JAMES KEITEL** named station manager, KMUS; **LON WILLIAMS,** leaves KSYD, Wichita Falls, Tex., to become program director, KMUS; **JOHNNY DARRELL,** former d.j. at KBIX Muskogee, joins KMUS in similar capacity, and **BEN TONEY** returns to KZEE as d.j.

GIL NEWSOME, with KWK St. Louis 13 years, appointed program director. **MICHAEL RUPPE,** formerly with WISH-TV Indianapolis, named KWK circulation director.

BILL WOOD, formerly program director, KODY North Platte, Neb., to KNOP (TV) North Platte as program manager. Other KNOP appointments: **BUD MANLEY** and **BOB VAN NESTE,** announcer-salesmen, KODY, to similar capacities; **HOWARD MORGAN,** formerly with KOAT-TV Albuquerque, N. M., to sales and operations director, and **JOHN SEIDE,** formerly with KHOL-TV Kearney, Neb., named chief engineer. KNOP scheduled to go on air about Nov. 1.

JIM MANION appointed account executive on local sales for WEHT (TV) Evansville, Ind.

GERARD R. ROCHE, formerly with WABC-TV New York as account executive, joins WNEP-TV Scranton, Pa., in similar capacity.

JAMES MURRAY, formerly national sales director of WEIR, Weirton, W. Va., to WAMP Pittsburgh as account executive.

LEE GAYNOR, formerly media supervisor at Dancer-Fitzgerald-Sample, N. Y., to sales staff of WSTV-TV Steubenville, Ohio, and Friendly Group of Stations, headquartering New York national sales office.

PAT MICHAELS, JOHN BABCOCK and **ALAN MOLL** join KLAC Los Angeles news staff. Mr. Michaels was formerly with WFOX Long Beach, Calif., Mr. Babcock, with KFWB Los Angeles.

TED JACKSON, formerly with WHAM Rochester, N. Y., as d.j., moves to WRCV Philadelphia in similar capacity.

MILLARD HANSEN, summer vacation announcer at WAAF Chicago, appointed to permanent staff and made weekend supervisor-d.j.

LEW IRVIN, KPOL Los Angeles news director, currently touring Europe taping interviews with top political and religious leaders, signed by KABC-TV Los Angeles for 15-minute nightly telecast.

PETE SMITH, formerly with KDAY Santa Monica, Calif., as d.j., news editor and program director, joins KBIG Santa Catalina, Calif., as weekend d.j.

NAN REDNOR, women's director of WBUD Trenton, N. J., for past 10 years, resumes duties after year's absence due to illness.

AL BARCLAY, previously with WVUE-TV Wilmington, Del., to WIBG Philadelphia as traffic manager. **BETTY POSATKO** appointed continuity director and assistant to traffic manager at WIBG. **HY LIT,** d.j. at WCAU-TV Philadelphia, to similar capacity at WIBG. **LIONEL F. BAXTER,** v.p. and managing director, WIBG, appointed to board of directors for tv, Radio Adv. Club of Philadelphia.

RICHARD J. MULLER, WHCT Hartford, Conn., editorial writer, promoted to director of news and special events.

DAN PRICE, previously with National Security Agency as intelligence analyst, to WJR Detroit as announcer.

CHUCK RENWICK, formerly production manager and d.j., WSRS Cleveland Heights, joins WJW Cleveland, both Ohio.

EDITH WILSON, with KYW-TV Cleveland last three years in tv commercial activities, has inaugurated daily 5-minute program for housewives.

BING CROSBY will make his first appearance on "local" television Sept. 25 as guest on *George Jessel Show* on KCOP (TV) Los Angeles. He will be on camera for full 90 minutes and will receive minimum AFTRA scale ($82.50) for stint. (Mr. Crosby owns 25 per cent of KCOP.)

H. W. (HANK) SHEPARD, general manager, WAMP Pittsburgh, appointed radio coordinator for upcoming United Fund Campaign. Drive will begin Oct. 5 and continue through Nov. 6. Pittsburgh goal is nearly $10 million.

GRAVES TAYLOR, 50, co-owner of WFSC Franklin and WTYN Tryon, both North Carolina, died last week at Tryon following heart attack. He had moved to Tryon from Detroit and Cleveland more than decade ago because of illness. He was once publicity-promotion director of WGAR Cleveland and later operated public relations firm.

JAYNE WHITMAN, 68, veteran radio actor-writer-producer who for many years portrayed the role of *Chandu the Magician* in the radio series of that name, died Aug. 31 in Los Angeles after brief illness.

GREETINGS

Ted Husing, veteran sportscaster whose new weekly series, *Ted Husing Reminisces,* is broadcast each Saturday on KMLA (FM) Los Angeles, was officially welcomed to the city Wednesday (Sept. 10), when the Los Angeles City Council presented him with a scroll expressing the Council's pleasure that he is now a resident of the city.

Council action followed receipt of a telegram from Newport, R. I., reading: "Through Congressman Glenard P. Lipscomb [R-Calif.] I have learned of your recovery to health and your return to radio. Your fine sports reporting has been missed by many friends and admirers. It is good to have you back. Best Wishes." Message was signed Dwight D. Eisenhower. The Husing programs have been recorded by KMLA and are available for use in other markets.

REPRESENTATIVE

CHARLES W. COLDWELL, tv account executive, Branham Co., station representative, to Edward Petry Co., N. Y., in similar post. Also new to Petry: **ROBERT C. MILLER,** KYW-TV Cleveland salesman to Chicago office; **MYRNA PRICE,** former assistant promotion publicity director, WNHC-AM-TV New Haven, to promotion-research writer in Petry's New York office.

J. E. (JACK) HENDERSON, formerly account executive with KTVI (TV) St. Louis, to The Branham Co. in St. Louis office to service radio and tv properties.

PROGRAM SERVICES

JAY MICHAELS, v.p. and head of creative planning for GAC-TV, General Artists Corp. subsidiary, transfers his headquarters from New York to Hollywood effective Sept. 15. He will be in charge of western office for tv and movies.

GEORGE G. ROSS, formerly manager of press relations at Broadcast Music Inc., to Federation of Jewish Philanthropies of New York as director of radio and television promotion.

ROY LAMPE, previously account supervisor for Harold Schor Assoc., New York industrial public relations company, to QED Productions Inc., N. Y,. as sales manager of Industrial Sales Dept. Mr. Lampe will also direct all QED's sales promotions.

MIKE ELLIOT joins Allied Record Manufacturing Co., Hollywood, sales staff and will handle western custom sales. **MILDRED HEMPHILL** put in charge of complete sales service including new Allied Label Service.

JAMES VON BRUNN, former Benton & Bowles art director and McCann-Erickson tv film producer, to Klaeger Film Productions, N. Y., in tv sales dept.

PROFESSIONAL SERVICES

EDWARD R. McKENNA, Washington attorney, joins Allen Kander & Co., Washington negotiators for purchase and sale of radio and tv stations.

WILLIAM P. CORLEY, advertising and institutional public relations manager, to Miami and Atlanta

Cincinnati's Most Powerful Independent Radio Station

50,000 watts of SALES POWER

WCKY

CINCINNATI, OHIO

THE L.B. Wilson STATION

WCKY CINCINNATI

On the Air everywhere 24 hours a day—seven days a week

offices, Communications Counselors Inc., McCann-Erickson public relations subsidiary.

MARGEE PHILLIPS, staff writer at KBIG Avalon (Catalina Island), Calif., before leaving last year for trip around world, has joined Hollywood public relations firm of Marge Crawford.

ANDREW G. HALEY, Washington radio attorney and expert on space law problems, re-elected president of International Astronautical Federation last week. IAF completed its convention at Amsterdam, Holland, and voted to meet in 1959 in London.

MANUFACTURING

MR. MANHART

CHARLES D. MANHART resigns as director of military and government sales at Bendix Aviation Corp. to join Raytheon Manufacturers Co., Waltham, Mass., as v.p. in charge of government relations. Mr. Manhart worked 25 years for Bendix where he was connected with engineering, production and marketing of government equipment.

RAYMOND L. KELLEY, formerly controller of Shure Bros., Chicago, manufacturer of electro-acoustical devices, to CBS Labs, Stamford, Conn., in newly-created post of director of administration and finance.

MR. SCHREIBER

PAUL SCHREIBER appointed v.p. of Technical Wire Products Inc., Springfield, N. J. Mr. Schreiber has been associated with Institute of Radio Engineers and was one of founders of Professional Group on Radio Frequency Interference. He will concentrate on electrical shielding processes, as well as other wire mesh applications for electronic industry.

JOSEPH A. HAIMES, administrator, equipment promotion, RCA receiving tube marketing, to manager, merchandising-entertainment tubes, Distributor Products Dept., RCA Electron Tube Division.

HENRY B. NELSON JR., Cincinnati district sales manager, General Electric Co. tubes and other components, to manager, trade relations and component distributor development, Owensboro, Ky. He succeeds **GEORGE O. CROSSLAND,** assigned to Chicago regional sales manager, G.E. receiving tubes.

GEORGE J. GAFFNEY, formerly with Sylvania Electric Products in Huntington, W. Va., branch, to Blonder-Tongue Labs (manufactures antenna, closed-circuit systems), Newark, N. J., in newly-created post of employment manager.

KENNETH Y. CRAIG, secretary of Cory Corp. (appliances), Chicago, feted on his 20th anniversary with Cory. Mr. Craig is territory manager for greater Chicago, northern Illinois and Lake County, Ind.

TRADE ASSNS.

GEORGE GOBEL, NBC-TV comedy star, has again accepted campaign chairmanship of 9th annual fund raising of Radio, Television, Recording Advertising Charities. Industry-wide charity consists of one campaign in behalf of eight different charities. Drive is expected to collect more than $300,000.

HOWARD E. STARK
BROKER AND FINANCIAL CONSULTANT
RADIO AND TELEVISION STATIONS
50 EAST 58TH STREET
NEW YORK 22, N.Y.
ELDORADO 5-0405
ALL INQUIRIES CONFIDENTIAL

THE LADY'S BUYING

There is $100,000 waiting to be spent this season at NBC-TV to buy scripts for the new live series, *The Further Adventures of Ellery Queen,* and there's no mystery about the lady who's buying. The big spender: Ethel Frank, associate producer of the series, which is scheduled in the Friday 8-9 p.m. period. Miss Frank has been buying scripts for eight years for executive producer Albert McCleery, whose cameo technique will be used on the new show. Miss Frank says, however, that she can consider only material submitted through regular agents.

EDUCATION

JOHN F. WHITE, formerly general manager of WQED Pittsburgh educational station, elected president of Educational Television & Radio Center, national program headquarters for nation's etv stations. Mr. White succeeds **H. K. NEWBURN,** resigned earlier this year. **KENNETH L. YOURD,** ETRC secretary-treasurer, elevated to newly created post of v.p. and treasurer. **RALPH LOWELL** reelected chairman of board of directors.

DR. F. L. WHAN, for five years in charge of radio and tv training at Kansas State College, appointed head of Kansas State's department of speech. Dr. Whan replaces **JOHN KELTNER,** resigned.

BILL DEMPSEY, with KPIX (TV) San Francisco, named coordinator of schools information and technical services for Alameda County schools. In 1954 he was selected by State Dept. to represent U. S. commercial tv stations at first UNESCO conference on educational and cultural tv in London.

WALLACE M. BRADLEY, executive director of Committee for Competitive Television, Washington, adds duties as staff member of Syracuse U.'s radio and tv center. Mr. Bradley will teach undergraduate and graduate courses at Syracuse as well as serve as faculty advisor to university's WAER (FM).

O. P. KIDDER JR., for past year supervisor of tv for Duval County, Fla., public schools, returns to U. of Miami as associate professor of tv. Mr. Kidder will resume teaching as well as supervising production of university programs on WTVJ (TV) Miami. **MORT BERENSTEIN** appointed tv producer and will supervise programs produced by school on WCKT (TV) and WTHS-TV, both Miami. **DAVID NELLIS** appointed instructor of radio and tv.

GOVERNMENT

CHARLES A. WEBB, executive assistant to Sen. John W. Bricker (R-Ohio), has been appointed by President Eisenhower to be member of Interstate Commerce Commission.

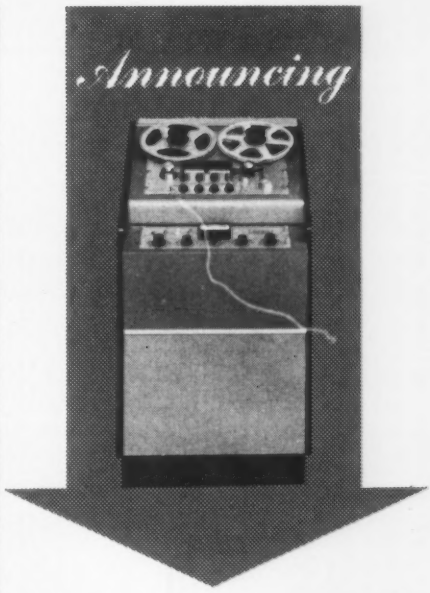
DR. GUY S. COOK of Sound Section of National Bureau of Standards retired July 31, after 23 years of service, according to the Bureau. Dr. Cook's primary interest was accurate acoustical measurements; he was particularly interested in freefield calibration of microphones.

INTERNATIONAL

JOHN MUST, recently in Canada from Australia, to CKWS-TV Kingston, Ont., as newscaster. **JACK FINNEGAN** to CKGB Timmins, Ont., as announcer. **FRED PALMER** to assistant engineer of CJKL Kirkland Lake, Ont., succeeding **ANDY ANDREWS,** moved to same post at CKGB Timmins, Ont.

CARL ERLEWYN, formerly sales promotion manager of CKSO Sudbury, Ont., to sales staff of Interprovincial Broadcast Sales Ltd., Toronto, Ont., station representative.

JIM CRAWFORD, formerly with commercial division of Canadian Broadcasting Corp., and S. W. Caldwell Ltd., Toronto, Ont., to sales representative of Jos. A. Hardy & Co. Ltd., Toronto, station representative.



THE
AMPEX 351
WITH
ALL NEW ELECTRONICS
SEE YOUR AMPEX DEALER

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Anthony DiPierro

Lennen & Newell, Inc.
New York

Please note that WMBR-TV in Jacksonville, Florida has changed its call letters to WJXT. A new name—but still the same old habit of leadership, with the largest audience in all of Northern Florida and Southern Georgia. WJXT, operated by the Washington Post Broadcast Division, represented by CBS Television Spot Sales.

WJXT
channel 4, Jacksonville

Station Authorizations, Applications

As Compiled by BROADCASTING

Sept. 4 through Sept. 10

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization STA—special temporary authorization. *—educ.

New Tv Stations

APPLICATION

Anchorage, Alaska—Radio Anchorage Inc. ch. 13 (210-216 mc); ERP 1.25, kw vis., .63, kw aur.; ant. height above average terrain -2 ft., above ground 174 ft. Estimated construction cost $117,957, first year operating cost $104,000, revenue $120,000. P. O. address Box 1960, Anchorage. Studio location Spenard Rd., Anchorage. Geographic coordinates 61° 11' 20" N. Lat., 149° 54' 35" W. Transmitter Gates, antenna GE. Legal counsel John Dunn, Anchorage. Consulting engineer Grant R. Wrathall, Oakland, Calif. Applicant is licensee of **KBYR Anchorage** and owns 51% of **KFRB Fairbanks**, both **Alaska**. Announced Sept. 9.

Existing Tv Stations

ACTIONS BY FCC

KMVI-TV Wailuku, Maui, Hawaii—Waived Sect. 3.614(b)(4) of rules and granted application to specify mechanical ant. tilt 2.5 degrees in direction (NW) of **Wailuku**, with ERP changed to 14.4 dbk (27.5 kw) DA, vis., and 11.4 dbk (14.1 kw) DA, aur.; ant. 5,910 ft. Announced Sept. 10.

WSJV-TV Elkhart, Ind.—Granted waiver of Sect. 3.652(a) of rules to permit WSJV-8V to identify itself as South Bend as well as Elkhart. Announced Sept. 10.

KMSP-TV Minneapolis, Minn.—Granted waiver of Sect. 3.652(a) to permit KMSP-TV to identify itself as **St. Paul** as well as **Minneapolis**. Announced Sept. 4.

KCPP (TV) St. Louis, Mo.—Granted application for 6-month extension of time to construct; by letter, denied St. Louis Amusement Co. "petition to intervene." Comr. Bartley not participating. Announced Sept. 4.

KXLJ-TV Helena, Mont.—Granted application for private tv intercity relay system between **Butte** and **Helena**. By letter, denied request by Montana Microwave, Missoula, Mont., that KXLJ-TV application be dismissed or designated for hearing; advised Montana Microwave of July 31 report and order giving licensees option of operating their own private tv intercity relay facilities or obtaining transmission service from communcations common carriers. Announced Sept. 4.

KHOL-TV Kearney, Neb.—Granted waiver of Sect. 3.652(a) to permit KHOL-TV to identify itself as **Holdrege** as well as Kearney. Announced Sept. 4.

WIMA-TV Lima, Ohio—Granted application for private tv intercity relay system between **Fort Wayne, Ind.** and **Lima, Ohio**. Announced Sept. 4.

APPLICATION

WKST-TV New Castle, Pa.—Cp to change frequency from ch. 45, 656-662 mcs. to ch. 33, 584-590 mcs.; ERP from vis. 200 kw, aur. 107 kw to vis. 209 kw, aur. 105 kw; change station location from **New Castle, Pa.** to **Youngstown, Ohio**; change studio location from **Old Pittsburg & Savannah Center** Church Road, New Castle, Pa. to Midlothian Boulevard & Shady Run Road, **Youngstown, Ohio**; make changes in ant. system and equipment.

Richard Jones

J. Walter Thompson
New York

Please note that WMBR-TV in Jacksonville, Florida has changed its call letters to WJXT. A new name—but still the same old habit of leadership, with the largest audience in all of Northern Florida and Southern Georgia. WJXT, operated by the Washington Post Broadcast Division, represented by CBS Television Spot Sales.

WJXT

channel 4, Jacksonville

Translators

ACTION BY FCC

California Oregon Television Inc., Butte Falls, Ore.—Granted application for new tv translator station on ch. 70 to translate programs of its station KOTI-TV (ch. 2), **Klamath Falls**. Announced Sept. 10.

New Am Stations

ACTIONS BY FCC

Prescott, Ark.—Southern Bcstg. Co.—Granted 1370 kc, 500 w D. P. O. address % **D. R. James Jr.**, Randolph Hotel, El Dorado, Ark. Announced Sept. 10.

Van Buren, Ark.—Bcstrs. Inc.—Granted 1580 kc, 1 kw D. P. O. address Box 550, Van Buren. Estimated construction cost $16,148, first year operating cost $29,750, revenue $37,800. Owners are **Harry R. Fischer** (35%), furniture, **Jack H. Denniston** (35%), civilian Army employe, and **John P. Freeman** (30%), engineer **KNAC-TV Fort Smith, Ark.** Announced Sept. 4.

Pueblo, Colo.—Pueblo County Bcstg. Co.—Granted 690 kc, 250 w D. P. O. address 3009 Seventh Ave., Pueblo, Colo. Estimated construction cost $14,781, first year operating cost $28,700, revenue $51,000. Owner is **Ray J. Williams.** Mr. Williams is 60% partner in **KRFC Rocky Ford, Colo.**, and president and one-third owner of **Goldenrod Tele-Radio Co., North Platte, Neb.** Announced Sept. 4.

Idaho Falls, Idaho—The Benay Corp.—Granted 900 kc, 1 kw D. P. O. address John P. Gallagher, Rm. 213-214 Rogers Bldg., Idaho Falls, Idaho. Estimated construction cost $28,925, first year operating cost $48,000 revenue $60,000. Owners are **John P. Gallagher** (99.96%) and others. Mr. Gallagher is in electronics. Announced Sept. 4.

Frostburg, Md.—Western Maryland Bcstg. Co.—Granted 740 kc, 250 w D. P. O. address 126 Columbia Ave., Vandergrift, Pa. Estimated construction cost $25,985, first year operating cost $40,306, revenue $65,193. **D. C. Loughry**, radio & electric service company owner, is sole owner. Announced Sept. 4.

Belgrade, Mont.—King's Garden Inc.—Granted 630 kc, 1 kw D. P. O. address Mike Martin, Seattle, Wash. Estimated construction cost $20,500, first year operating cost $20,000, revenue $24,000. Equal partners are **A. B. Martin, Edgar Atkinson, C. Dorr Demaray, Axel P. Fredeen, Edwin Greene** and **Hegge Iverson.** King's Garden is licensee of **KGDN Edmonds, Wash.** Announced Sept. 4.

Rome, N. Y.—Rome Community Bcstg. Co.—Granted 1350 kc, 500 w D. P. O. address 314 W. Dominick St., Rome. Announced Sept. 10.

Van Wert, Ohio—Van Wert Bcstg. Co.—Granted 1220 kc, 250 w D. P. O. address Kenneth K. Kunze, 822 Union St., Port Huron, Mich. Estimated construction cost $11,923, first year operating cost $48,000, revenue $60,000. Owners are **Kenneth E. Kunze, Raymond M. Waldron** (each 25%), **Stephen S. Beard, George W. Wilson, G. Dale Wilson** and **Merl Knittle** (each 12.5%). Mr. Kunze is chief engineer **WTTH Port Huron.** Mr. Waldron is in sales; Mr. George Wilson is in dairy products; Mr. Dale Wilson is retail merchant; Mr. Beard is attorney; Mr. Knittle is in real estate. Announced Sept. 10.

Barre, Vt.—Bcstrs. Ind.—Granted 1450 kc, 250 w unl. P. O. address 155 Front St., Manchester, N. H. Estimated construction cost $9,400, first year operating cost $40,000, revenue $50,000. **William F. Rust Jr.** (60%) and **Ralph Gottlieb** (40%) are owners of **WKBR-AM-FM Manchester, WTSV-AM-FM Claremont, WTSL Hanover, WTSN Dover**, all **New Hampshire.** Announced Sept. 4.

Merrill, Wis.—Ladon Bcstg. Corp.—Granted 730 kc, 1 kw D. P. O. address Leonard A. Konoghue, 102 Cottage St., Merrill, Wis. Estimated construction cost $31,145, first year operating cost $40,000, revenue $40,000. Owners are **Julia Donoghue** (86%) and **Leonard A. Donoghue** (14%). Julia Donoghue is housewife; Leonard Donoghue has manufacturing interests. Announced Sept. 4.

APPLICATIONS

Tucson, Ariz.—Southwest Bcstg Co. 1550 kc, 50 kw D. P. O. address 275 N. Stone St., Tucson. Estimated construction cost $106,896, first year operating cost $75,000, revenue $85,000. Equal partners are insurance men **R. E. Pruitt, Jr.** and **D. H. Higginbotham, Sr., KTUC Tucson** sales manager **George S. Bradley**, real estate man **John F. Badger** and **Stanley N. Schultz** who has been connected with various radio stations. Announced Sept. 8.

Highland Park, Ill—North Suburban Radio Inc. 1430 kc, 1 kw D. P. O. address 231 S. LaSalle St. Chicago 4, Ill. Estimated construction cost $45,795, first year operating cost $140,000, revenue $150,000. Attorneys **Eli E. Fink** and **Charles Liebman** are equal partners. Announced Sept. 4.

Crawfordsville, Ind.—Radio Crawfordsville Inc. 1550 kc, 250 w D. P. O. address 311 Ben Hur Bldg., Crawfordsville. Estimated construction cost $9,937, first year operating cost $42,000, revenue $48,000. **Richard E. Lindsay** (16.7% of **WMRI-AM-FM Marion, Ind.**) owns two-thirds; **Ralph J. Bitzer** (33⅓% of **KGRN Grinnell, Iowa**) owns one-third. Announced Sept. 4.

Sheldon, Iowa—Eider C. Stangland 1550 kc, 500 w D. P. O. address 1219 Fourth St., Brookings, S. D. Estimated construction cost $15,762, first year operating cost $42,000, revenue $58,000. Sole owner Mr. Stangland is one-third partner in **KRBK Brookings.** Announced Sept. 4.

Livonia-Garden City, Mich.—Livonia Bcstg. Co. 1090 kc, 250 w unl. P. O. address 15650 Southampton Rd., Livonia. Estimated construction cost $84,000, first year operating cost $90,000, revenue $120,000. Owners are **Douglas J. Campbell** of **WXYZ Detroit** and **Austin T. Grant** of **CKLW Windsor, Ont.**, both 13.9%, and over 20 other stockholders. Announced Sept. 4.

Weldon, N. C.—Twin City Bcstg. Co. 1400 kc, 250 w unl. P. O. address Box 1041, Henderson, N. C. Estimated construction cost $14,000, first year operating cost $23,000, revenue $35,000. Sole owner **Nathan Frank** also owns **WHNC-AM-FM Henderson** and **WNBE-TV New Bern**, both **North Carolina.** Announced Sept. 4.

Lima, Ohio—Citizens Bcstg. Co. 940 kc, 250 w D. P. O. address % Sam Kamin, Neon Ave., Lima. Estimated construction cost $21,600, first year operating cost $48,000, revenue $60,000. Equal partners **Sam Kamin** and **James A. Howenstine** are in sign manufacturing, etc. Announced Sept. 4.

Norwalk, Ohio—Malrite Bcstg. Co. 1240 kc. 1 kw unl. P. O. address 6732 S. Chappel, Apt. 2B, Chicago, Ill. Estimated construction cost $16,904, first year operating cost $40,000, revenue $60,000. Equal partners **Robert G. Wright** and **Milton Maltz** were salesmen with **WPLY Plymouth, Wis.** Announced Sept. 4.

Ashland, Ore.—Faith Tabernacle Inc. 1350 kc, 1 kw D. P. O. address Box 1, Ashland. Estimated construction cost $20,810, first year operating cost $13,000, revenue $15,500. Applicant is non-stock organization. Announced Sept. 9.

Canyon, Tex.—W. J. Harpole 1550 kc, 1 kw D. P. O. address Box 1071, Plainview, Tex. Estimated construction cost $17,850, first year operating cost $3,000, revenue $3,600. Mr. Harpole, sole owner, has following broadcast interests: **KVOP Plainview** (two-thirds); **KVOU Uvalde** and **KEPS Eagle Pass** (one-half), and **KVOZ Laredo** (22%), all **Texas.** Announced Sept. 4.

Odessa, Tex.—Western Bcstg. Co. 1550 kc, 50 kw D. P. O. address Box 270, Lubbock, Tex. Estimated construction cost $89,200, first year operating cost $60,000, revenue $65,000. Equal partners are **David P. Pinkston** (half interest in **KDAV Lubbock** and **KZIP Amarillo**, both **Texas**, and **KPIK Colorado Springs, Colo.**, plus 75% interest in **KPEP San Angelo, Tex.**), and **Leroy Elmore** (half interest in KDAV and KPIK). Announced Sept. 4.

San Antonio, Tex.—Top Bcstrs. Inc. 1480 kc, 500 w D. P. O. address 1712 Nat'l Bk. of Commerce Bldg., San Antonio. Estimated construction cost $24,056, first year operating cost $87,600, revenue $96,000. **Charles J. Katz** (50%) is in oil and shoes; **Samuel J. Riklin** (25%) is in advertising, and **Arthur L. Riklin** (25%) is in shoes. Announced Sept. 4.

Existing Am Stations

ACTIONS BY FCC

WEZB Birmingham, Ala.—Granted change of operation on 1320 kc, from 1 kw D to 5 kw DA-D;

engineering conditions. Announced Sept. 4.

WCRT Birmingham, Ala.—Granted increase of power from 1 kw to 5 kw, continuing operation on 1260 kc D; remote control permitted. Announced Sept. 4.

WMBM South Miami, Fla.—Granted change of am facilities from 800 kc, 1 kw D to 790 kc, 5 kw DA-2 unl.; engineering conditions. Announced Sept. 10.

WKAM Goshen, Ind.—Granted increase of power from 500 w to 1 kw, continuing operation on 1460 kc D; engineering conditions; remote control permitted. Announced Sept. 4.

WAGM Presque Isle, Me.—Granted change of facilities from 1450 kc, 250 w unl. to 950 kc, 5 kw, DA-2 unl.; engineering conditions. Announced Sept. 4.

KVCK Wolf Point, Mont.—Granted change of frequency from 1490 kc to 1450 kc, continuing operation with 250 w unl. Announced Sept. 4.

KVHC O'Neill, Neb.—Granted change of facilities from 1400 kc, 250 w unl. to 1350 kc, 1 kw D. Announced Sept. 10.

KMCM McMinnville, Ore.—Granted change from unlimited time to specified hours, continuing operation on 1260 kc, 1 kw DA-N. Announced Sept. 4.

KPRB Redmond, Ore.—Granted change of specified hours of operation on 1240 kc, 250 w. Announced Sept. 4.

KABR Aberdeen, S. D.—Granted change of facilities from 1220 kc, 250 w D to 1420 kc, 1 kw D. Announced Sept. 4.

KFHA Tacoma, Wash.—Granted change in station location to **Lakewood, Wash.**; engineering conditions .Announced Sept. 4.

KFDR—Grand Coulee, Wash.—Granted change of facilities from 1400 kc, 250 w unl. to 1360 kc, 1 kw D. Announced Sept. 4.

APPLICATIONS

KWYN Wynne, Ark.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

KSRO Santa Rosa, Calif.—Cp to increase power from 1 kw to 5 kw; install new trans., change from employing directional ant. night and day (DA-1) to directional ant. nighttime only; change ant.-trans. location, change studio location and make changes in ground system.

KCMS Manitou Springs, Colo.—Cp to increase power from 100 w to 250 w (unlimited time).

WFOY St. Augustine, Fla.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WMVG Milledgeville, Ga.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WWIN Baltimore, Md.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

KMRS Morris, Minn.—Cp to change frequency from 1570 kc to 1230 kc, change hours of operation from daytime to unl., decrease power from 1 kw to 250 w and install new trans.

KBOW Butte, Mont.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WOND Pleasantville, N. J.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WHDL Olean, N. Y.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WJLB Detroit, Mich.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WIBM Jackson, Mich.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WTTH Port Huron, Mich.—Cp to increase power from 1 kw to 5 kw; install new trans. and make changes in ant. system (additional tower and change from DA-1 to DA-2).

WOKK Meridian, Miss.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

KRXL Roseburg, Ore.—Cp to change frequency from 1240 kc to 1250 kc, change hours of operation from unl. to daytime; increase power from 250 w to 5 kw; install new trans.

WGAL Lancaster, Pa.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WRAK Williamsport, Pa.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WBRE Wilkes-Barre, Pa.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WCLE Cleveland, Tenn.—Cp to change frequency from 1570 kc to 1550 kc; increase power from 1 kw to 10 kw; install new trans. and install directional ant. daytime.

KVLF Alpine, Tex.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WSPT Stevens Point, Wis.—Cp to change frequency from 1010 kc to 1320 kc, change hours of operation from daytime to unl.; using power of 500 w night and 1 kw daytime; install new trans. and directional ant. for night and day (DA-2) and change ant.-trans. and studio locations.

WYSR Franklin, Va.—Cp to increase power from 1 kw to 5 kw and install new trans.

WNRG Grundy, Va.—Cp to change frequency from 1250 kc to 940 kc; increase power from 1 kw to 5 kw and install new trans.

WHLF South Boston, Va.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

CALL LETTERS ASSIGNED

KASO Minden, La.—Dixie Bcstrs., 1240 kc. Changed from **KAPK.**

WSRO Marlboro, Mass.—County Bcstg. Corp., 1470 kc. Changed from **WAAN.**

KDOM Windom, Minn.—North Star Bcstg. Co., 550 kc.

KYSS Missoula, Mont. — Missoula Bcstrs. Changed from KDOO.

KENN Farmington, N. M.—Radio Station KVBC, 1240 kc. Changed from KVBC.

WLSB Copperhill, Tenn.—Copper Basin Bcstg. Co., 1400 kc.

WMNM Lafayette, Tenn.—Lafayette Bcstg. Co., 1460 kc.

KBYG Big Spring, Tex. — Maples - McAlister Bcstg. Co., 1400 kc. Changed from KTXC.

KCRN Crane, Tex.—Joseph E. Young.

KPOS Post, Tex.—Maples-McAlister Bcstg. Co., 1370 kc. Changed from KRWS.

KAKI San Antonio, Tex.—Sunshine Bcstg. Co., 550 kc. Changed from KTSA.

WAXX Chippewa Falls, Wis.—Radio Chippewa, 1150 kc. Changed from WCHF.

WQMN Superior, Wis.—Quality Radio Inc., 1320 kc.

New Fm Stations

ACTIONS BY FCC

San Fernando, Calif.—San Fernando Bcstg. Co.—Granted 106.3 mc 1 kw unl. P. O. address 4433 Berganio Drive, Encino, Calif. Estimated construction cost $23,140, first year operating cost $38,000, revenue $42,000. Owners are **Maurice Gresham** and **Joseph Arnoff** (each 50%). Mr. Gresham is western division sales manager, **MGM-TV**; Mr. Arnoff is in real estate, finance, etc. Announced Sept. 4.

Colorado Springs, Colo.—Fm Colo. Co.—Granted 96.5 mc, 24.5 kw P. O. address 512 S. Tejon St., Colorado Springs. Estimated construction cost $18,040, first year operating cost $26,000, revenue $24,000. **James Russell** and **Robert Ellis** are equal partners. Mr. and Mrs. Russell own 50% of KKTV (TV) Colorado Springs. Mr. Ellis is director of operations, **KGHF Pueblo, Colo.**, and of **KKTV (TV) Colorado Springs.**

Coral Gables, Fla.—Peninsular Bcstg. Corp.—Granted 105.1 mc, 18.5 kw. P. O. address Box 1315, Coral Gables. Estimated construction cost $19,470, first year operating cost $10,000, revenue $12,000. Applicant is licensee of **WVCG Coral Gables.** Announced Sept. 10.

Fort Lauderdale, Fla.—Fla. Air-Power Inc.—Granted 103.5 mc, 15.5 kw. P. O. address Box 8067, Fort Lauderdale. Estimated construction cost $13,650, first year operating cost $5,000, revenue $5,000. Applicant is licensee of **WWIL Ft. Lauderdale.** Announced Sept. 4.

Hazard, Ky.—Mountain Bcstg. Service Inc.—Granted 96.5 mc. 15 kw. P. O. address Radio Station WKIC Hazard. Estimated construction cost

NATION-WIDE NEGOTIATIONS • FINANCING • APPRAISALS

RADIO • TELEVISION • NEWSPAPER

DeWitt (Judge) Landis . . .

. . . will be attending the NAB Management Meeting at the Buena Vista Hotel, Biloxi, Mississippi, Thursday and Friday (18-19)

HAMILTON, STUBBLEFIELD, TWINING & ASSOCIATES

Washington, D. C.	Cleveland	Chicago	Dallas	San Francisco
Wm. T. Stubblefield	Jackson B. (Jack) Maurer	Ray V. Hamilton	DeWitt (Judge) Landis	W. R. (Ike) Twining
1737 DeSales St., N.W.	2414 Terminal Tower	Tribune Tower	Fidelity Union Life Bldg.	111 Sutter St.
EX 3-3456	TO 1-6727	DE 7-2754	RI 8-1175	FX 2-5471

$16,852, first year operating cost $6,000, revenue $10,000. Applicant is licensee of WKIC. Announced Sept. 4.

Hickory, N. C.—Catawba Valley Bcstg. Co.—Granted 102.9 mc, 14.8 kw. P. O. address 415 First Ave., N. W., Hickory. Estimated construction cost $4,350, first year operating cost $2,000, revenue $2,000. Applicant is licensee of **WHKY Hickory.** Announced Sept. 4.

Buffalo, N. Y.—Transcontinent Tv Corp.—Granted 96.9 mc. 17.52 kw. P. O. address 70 Niagara St., Buffalo. Estimated construction cost $31,575, first year operating cost $20,500, revenue $21,000. Applicant, which has over 20 stockholders, is licensee of **WGR-AM-TV Buffalo.** It also owns 60% of **WNEP-TV Scranton** and **WILK-TV Wilkes-Barre,** both **Pennsylvania,** and 50% of **WSVA-AM-TV Harrisonburg, Va.** Announced Sept. 9.

Rochester, N. Y.—Transcontinent Tv Corp.—Granted 97.9 mc, 18 kw. P. O. address 70 Niagara St., Buffalo. Estimated construction cost $31,575, first year operating cost $20,500, revenue $21,000. Applicant, which has over 20 stockholders, is licensee of **WGR-AM-TV Buffalo.** It also owns 60% of **WNEP-TV Scranton** and **WILK-TV Wilkes-Barre,** both **Pennsylvania,** and 50% of **WSVA-AM-FM-TV Harrisonburg, Va.** Announced Sept. 9.

Youngstown, Ohio—Mahoning Valley Bcstg. Corp.—Granted 93.3 mc, 19.44 kw. P. O. address 260 West Federal St., Youngstown 3, Ohio. Estimated construction cost $19,420, first year operating cost and revenue: no material change from present operation of **WBBW Youngstown.** Applicant owns **WBBW Youngstown.** Stockholders: **John Chespack Jr., Gene Trace** and **Anthony N. Ross,** each 31.9%, and **Theodore T. Macejko,** 4.3%. Announced Sept. 10.

Waynesboro, Pa.—Richard F. Lewis Jr. Inc.—Granted 95.1 mc 3.33 kw. P. O. address % Radio Station **WAYZ** Waynesboro. Estimated construction cost $12,500, first year operating cost $5,000. Applicant is licensee of WAYZ. Announced Sept. 4.

Tacoma, Wash—Clay Frank Huntington—Granted 106.3 mc, 850 w. P. O. address 201 S. Fifth St., Tacoma. Announced Sept. 10.

Milwaukee, Wis.—The Journal Co.—Granted 94.1 mc, 2.8 kw. P. O. address 333 W. State St., Milwaukee. Announced Sept. 10.

APPLICATIONS

San Diego, Calif.—Marietta Investment Corp. 100.7 mc, 18.4 kw. P. O. address 1405 Fifth Ave., San Diego. Estimated construction cost $36,500, first year operating cost $3,330. Applicant which in July 1958 acquired complete control of **Wrather-Alvarez Bcstg. Inc.,** is owned 63-7/11% by **J. D. Wrather Jr.** and 16-4/11% by **Edward Petry & Co.** Announced Sept. 4.

Indianapolis, Ind.—WIBC Inc. 93.1 mc, 2.81 kw. P. O. address 2835 N. Illinois St., Indianapolis. Estimated construction cost $24,728, first year operating cost $15,000, revenue $20,000. Applicant, licensee of **WIBC Indianapolis,** is owned 51% by **Richard M. Fairbanks** who owns **WRMF Titusville, Fla.** Announced Sept. 8, 9.

Waco, Tex.—Austin Radio Co. 94.1 mc, 2.33 kw. P. O. address Box 1191, Austin, Tex. Estimated construction cost $2,350, first year operating cost $6,000, revenue $8,000. Applicant also has am application for Waco pending. Announced Sept. 9.

Seattle, Wash.—Courtlandt T. and **Muriel T. Clark.** 101.5 mc, 14.5 kw. P. O. address 1555 Parkside Dr., Seattle. Estimated construction cost $25,792, first year operating cost $12,000, revenue $12,000. Mr. Clark has been in station representation. Announced Sept. 4.

SUMMARY OF STATUS OF AM, FM, TV

Compiled by BROADCASTING through Sept. 10

	ON AIR Lic.	ON AIR Cps	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,251	76	110	579
FM	534	36	104	61
Tv (Commercial)	415[1]	94[2]	116	126

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through Sept. 10

	VHF	UHF	TOTAL
COMMERCIAL	425	83	508[3]
NON-COMMERCIAL	27	8	33[4]

COMMERCIAL STATION BOXSCORE

As reported by FCC through Aug. 31

	AM	FM	TV
LICENSED (all on air)	3,251	534	429[1]
CPs ON AIR (new stations)	30	24	77[2]
CPs NOT ON AIR (new stations)	95	86	113
TOTAL AUTHORIZED STATIONS	3,376	644	667
APPLICATIONS FOR NEW STATIONS (not in hearing)	424	43	48
APPLICATIONS FOR NEW STATIONS (in hearing)	107	30	58
TOTAL APPLICATIONS FOR NEW STATIONS	531	73	106
APPLICATIONS FOR MAJOR CHANGES (not in hearing)	359	26	39
APPLICATIONS FOR MAJOR CHANGES (in hearing)	41	0	16
TOTAL APPLICATIONS FOR MAJOR CHANGES	400	26	55
LICENSES DELETED	0	1	0
CPs DELETED	0	0	0

[1] There are, in addition, nine tv stations which are no longer on the air, but retain their licenses.
[2] There are, in addition, 38 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.
[3] There have been, in addition, 177 television cps granted, but now deleted (33 vhf and 144 uhf).
[4] There has been, in addition, one uhf educational tv station granted but now deleted.

Jack Davis

Honig-Cooper & Miner
San Francisco

Please note that WMBR-TV in Jacksonville, Florida has changed its call letters to WJXT. A new name—but still the same old habit of leadership, with the largest audience in all of Northern Florida and Southern Georgia. WJXT, operated by the Washington Post Broadcast Division, represented by CBS Television Spot Sales.

WJXT

channel 4, Jacksonville

Existing Fm Stations

ACTIONS BY FCC

WMMW-FM Meriden, Conn.—Granted authority to change SCA functional music operation from simplex to multiplex basis. Announced Sept. 4.

WYZZ (FM) Wilkes-Barre, Pa.—Is being advised that unless within 20 days request for hearing is received, 7th application for extension of time to construct station will be dismissed and cp and call letters deleted. Announced Sept. 4.

Ownership Changes

ACTIONS BY FCC

KNLR North Little Rock, Ark.—Granted transfer of control from **L. R. Luker,** et al., to **Chester H. Pierce** (now station manager); consideration $70,000. Announced Sept. 4.

KPOK Scottsdale, Ariz.—Granted transfer of control from **Richard B.** and **Alma C. Gilbert** to **Morris Mindel;** consideration $65,500 for 66% interest. Announced Sept. 4.

KPAP Redding, Calif.—Granted assignment of license to **High Fidelity Stations Inc. (C. E. Chamberlin,** president); consideration $41,000. Announced Sept. 4.

WROD Daytona Beach, Fla.—Granted transfer of control through sale of 80% stock of parent corporation **(Radio of Daytona Inc.)** by **Morton G. Bassett Jr.,** to **Eugene D. Hill** (interest in **WKIS** and **WORZ (FM) Orlando), Mining Journal Co. (WDMJ-AM-TV Marquette, WJMS-TV Ironwood, Mich.),** and **Iron Mountain Publ. Co.** (majority stockholder of **WMIQ Iron Mountain, Mich.); Frank J. Russell,** vice president and director of both companies, is permittee of **WLST Escanaba, Mich.;** consideration $50,000, plus agreement to cancel or forgive $51,139 indebtedness between Mr. Bassett, Radio of Daytona Inc., WROD and Daytona Beach Bcstg. Corp. Announced Sept. 4.

WDMF Buford, Ga.—Granted assignment of license from **David E.** and **Madeleine O. Fleagle** to **Lanier Bcstg. Co. (R. L. Schuessler,** president); consideration $62,000. Announced Sept. 4.

WBLJ Dalton, Ga.—Granted transfer of control from **H. C. Kenemer** to **L. C. McCall** (interest in **WJEM Valdosta);** consideration $19,000. Announced Sept. 4.

WCRY Macon, Ga.—Granted assignment of license to **W. H. Keller Jr.** (majority stockholder of **WGOV Valdosta);** consideration $27,500. Announced Sept. 4.

KART Jerome, Idaho—Granted assignment of license to **Franklin K. Clark,** tr/as **K. Clark;** consideration $19,070. Announced Sept. 4.

KRPL Moscow, Idaho—Granted transfer of control from **Roy Anderson** to **Gale L. Mix II** and **Doris Mix;** consideration $42,096. Announced Sept. 4.

WCVS Springfield, Ill.—Granted transfer of control from **Harold L. Dewing,** et al., to **WPFA Radio Inc. (Jerome Wm. O'Connor,** president; interest in **KANS Wichita, Kan.,** and **WBOW Terre Haute, Ind.);** consideration $285,000. Announced Sept. 4.

WUST, WUST-FM Bethesda, Md.—Granted transfer of control from **Carl J. Batter,** et al., voting trustees, to **WUST Inc. (Milton Diener,** president); consideration $190,000 for 50.885% interest. Announced Sept. 10.

WMUZ-FM Detroit, Mich.—Granted assignment of license to **Percy B. Crawford,** tr/as **Alpha Bcstg. Co.;** consideration $25,000. Announced Sept. 10.

WNLA Indianola, Miss.—Granted transfer of control from **W. L. Kent** and **John M. McLendon** to **W. R.** and **Gertrude Landman;** consideration $42,500. Announced Sept. 4.

KMON Great Falls, Mont.—Granted transfer of control to **KMON Inc.;** consideration $160,000. Transferee's stock is owned by **Salt Lake City Bcstg. Co.,** licensee of **KALL Salt Lake City, Utah;** stock owner of **KOPR-AM-TV Butte, Mont.,** and interest in **KUTV (TV) Salt Lake City.** Announced Sept. 4.

KQUE Albuquerque, N. M.—Granted transfer of control from **Edgar F. Pechacek,** et al. (all stockholders), to **Dandy Bcstg. Corp. (WPEO Peoria, Ill.);** consideration $210,000. Announced Sept. 10.

WMSN Raleigh, N. C.—Granted transfer of control from **B. H. Ingle Sr., Maude J. Ingle** and **Ruth Ingle Johnson** to **John C. Greene Jr.;** consideration $74,964 plus agreement to purchase real estate for $40,491. Announced Sept. 10.

WSMN Nashua, N. H.—Granted assignment of license to **Merrimack Valley Bcstg. Corp. (Roland P. Genest,** president); consideration $80,000. Announced Sept. 4.

KRWC Forest Grove, Ore.—Granted assignment of license to **F. Demcy Mylar** and **Robert M. Kines,** d/b as **Christian Bcstg. Co.;** consideration $50,000. Announced Sept. 10.

KFLW Klamath Falls, Ore.—Granted transfer of control from estates of **B. K. Jenkins** and **Ernest R. Gilstrap** to **Frank** and **Paul Jenkins** and **Anna J. Gilstrap;** no monetary consideration. Announced Sept. 4.

WBSC Bennettsville, S. C.—Granted (1) renewal of license and (2) transfer of control from **Y. W. Scarborough Jr.**, executor of estate of **Y. W. Scarborough**, deceased, to **Y. W. Scarborough Jr., R. B.** and **S. T. Scarborough** and **F. S. Webb**; stock transaction. Announced Sept. 10.

WZYX Cowan, Tenn.—Granted assignment of license from **Arthur D. Smith Jr., James F. Spencer**, and **Frank Pearson Jr.**, to **Guidon Bcstg. Co. (Michael R. Freeland**, president, owner of **WFWL Camden, Tenn.**, and interest in **WMCP Columbia, Tenn.**); consideration $35,000. Announced Sept. 4.

WHBT Harriman, Tenn.—Granted (1) renewal of license and (2) acquisition of negative control by **Clarence (Hank) Snow**, as individual, and **Ernest Tubb** and **Charles E. Mosley**, through purchase of 40% of stock of WHBT and like amount of **WTCW Whitesburg, Ky.** (already transferred) from **William R. McDaniel**; consideration $24,000 which will be used to cancel note owned by transferor to Mr. Tubb. Announced Sept. 10.

WMCD Welch, W. Va., WBTH Williamson, W. Va., Williamson Bcstg. Corp.—Granted relinquishment of positive control by **Alice Shein** through sale of 13.06% stock to **Phil Beinhorn**, present 34.05% owner; consideration $4,000. Announced Sept. 4.

WMCD Welch, W. Va.—Granted assignment of license to **Welch Bcstrs. Inc. (Clarence E. Feltner Jr.**, president); consideration $10,000. Announced Sept. 10.

APPLICATIONS

WMGY Montgomery, Ala.—Seeks assignment of license from **Dixie Bcstg. Co.** to **Radio Montgomery Inc.** for $100,000. New owners are equal partners **L. D. Hargreaves, Hollis D. Carlton** and **F. J. Petranka**, all WMGY employes, and **Joe Scott**, motor company owner. Announced Sept. 4.

KCRE Crescent City, Calif.—Seeks assignment of license from **John K. Perry** and **Robert E. Grey**, d/b as **Del Norte Bcstg. Co.** to **Del Norte Bcstg. Co.** for $45,000. New owners, Mr. and **Mrs. Melvin D. Marshall**, own all of **KENL Arcata, Calif.** Announced Sept. 4.

WRRR Rockford, Ill.—Seeks assignment of license from **Rock River Bcstg. Co.** to **Radio Rockford Inc.** for $227,900 cash. Radio Rockford is owned by **Kankakee Daily Journal Co.**, licensee of **WKAN Kankakee, Ill.** Announced Sept. 10.

KVCL Winnfield, La.—Seeks assignment of license from **James A. West Jr., Elgie M. Risinger** and **Delvin R. White**, d/b as **Southern Bcstg. Co.**, to **Edward R. Hall**, tr/as **WINN Bcstg. Co.**, for $35,000. Mr. Hall is technical director for KVCL and **KDMS El Dorado, Ark.** Announced Sept. 9.

WWOR-TV Worcester, Mass.—Seeks assignment of license from **Salisbury Bcstg. Corp.** to **Springfield Tv Bcstg. Corp.** (WWLP [TV] Springfield, Mass.), based on merger. Return to the air by WWOR-TV as result of merger is expected. Announced Sept. 10.

WABY Albany, N. Y.—Seeks relinquishment of positive control of licensee **(Eastern N. Y. Bcstg. Corp.)** by **David A. Kyle** through sale of 25.8% to **Edward L. Trudeau** and **Toni Brady** for $34,000. New ownership arrangement: Mr. Kyle, 25%; Messers. Trudeau and Brady, each 37.5%. Announced Sept. 4.

KBYE Oklahoma City, Okla.—Seeks transfer of 54% from **Glenn G. Griswold** (18%) and **Kevin B. Sweeney** (36%) to **Mrs. Bernice L. Lynch**, housewife, for $2,700. Announced Sept. 10.

WCRE Cheraw, S. C.—Seeks assignment of license from **E. G. Robinson Jr.** and **William R. Wagner**, d/b as **Pee Dee Bcstg. Co.** to **Ben Akerman**, tr/as **Radio Cheraw** for $23,000. Mr. Akerman owns 50% of **WSTN St. Augustine** and 100% of **WGCR Green Cove Springs**, both **Florida.** Announced Sept. 8.

KOPY Alice, Tex.—Seeks transfer of 100% of outstanding stock from **Jules J. Paglin** and **Stanley W. Ray Jr.** to **Leon S. Walton** for $150,000. Mr. Walton owns **National Radio Representatives Inc.** Announced Sept. 9.

KCMR McCamey, Tex.—Seeks assignment of license from **Jim Sample** and **Donald Boston**, d/b as **McCamey Bcstg. Co.** to **Robert E. Stuart** tr/as **The Stuart Co.** for $30,000. Mr. Stuart is with **Clarke Brown Co.**, radio and tv rep. Announced Sept. 4.

KLAN Renton, Wash.—Seeks assignment of license from **Interlake Bcstg. Co.** to **Walter N. Nelskog, Darrell R. Anderson** and **William R. Harpel**, d/b as **Seattle Musicasters**, for $192,000. Mr. Nelskog owns 58% of **KQTY Everett, Wash.**, 25% of **KUDI Great Falls, Mont.**, and **KQDY Minot, N. D.**, and 80% of **KUDE Oceanside, Calif.** Mr. Anderson has 20% interest in KUDE. Mr. Harpel owns 51.3% of **KXLE Ellensburg, Wash.** Announced Sept. 8.

Hearing Cases

FINAL DECISIONS

By order, Commission adopted and made effective immediately July 25 initial decision granting application of **Seaway Bcstg. Co.**, for new am station to operate on 1050 kc, 1 kw, D, in **Massena, N. Y.**, and granting motion by **Robert S. Plimpton** to dismiss without prejudice his application for the same facilities in **Norfolk, N. Y.** Commissioner Fred Ford dissented. Announced Sept. 10.

By order, Commission made effective immediately July 28 initial decision and granted application of **Van Wert Bcstg. Co.** for new am station to operate on 1220 kc, 250 w, D, in **Van Wert, Ohio.** Commissoner Fred Ford dissented. Announced Sept. 10.

By order, Commission adopted and made effective immediately July 28 initial decision, as amended Aug. 4, granting applications of **Oregon Radio, Inc.**, to increase daytime power of station **KSLM Salem, Ore.**, from 1 kw to 5 kw, continuing operation on 1390 kc with 1 kw-N and **Lincoln Electronics, Inc.**, to change facilities of station **KBCH Oceanlake, Ore.**, from 1400 kc, 250 w, U, to 1380 kc, 1 kw, D. Announced Sept. 10.

By order, Commisson granted petiton by **Virginia Beach Bcstg. Corp. (WBOF) Virginia Beach, Va.** to extent of striking clause from order of designation stating that in event of favorable action on Virginia Beach, application will be held without further action pursuant to Section 1.351 pending conclusion of proceeding in concerning daytime skywave transmissions; denied remaining relief sought by Virginia Beach petition in proceeding on its am applicaton and that of **South Norfolk Bcstg. Co., South Norfolk, Va.**, and **Denbigh, Bcstg. Co., Denbigh, Va.** Announced Sept. 10.

INITIAL DECISION

Hearing Examiner James D. Cunningham issued Initial Decision looking toward ordering **Emar Separator Co.**, New York, N. Y., to cease and desist from violating provisions of Part 18 of rules by operating industrial heating equipment which is neither licensed nor certified by duly qualified engineer or manufacturer thereof, and causing interference to existing TV broadcasting in the New York City area. Announced Sept. 4.

OTHER ACTIONS

By separate memorandum opinions and orders, Commission (1) denied joint petition for rehearing filed by **Trebit Corp.** and **W. S. Butterfield Theatres, Inc.**, and petition by latter for reconsideration of stay denial, and (2) dismissed petition by **Lake Huron Bcstg. Corp. (WKNX-TV, ch. 57), Saginaw, Mich.**, directed against July 9 decision affirming May 12, 1954 decision which granted application of **WJR, The Goodwill Station Inc.**, for new tv station **(WJRT)** to operate on ch. 12 in **Flint, Mich.**, as modified by application BMPCT-2689 filed Dec. 16, 1954, changing trans. site, programming, etc., and which denied competing applications of Trebit and Butterfield; and (3) dismissed Lake Huron petition for rehearing directed against July 15 decision which affirmed and made effective immediately an April 14, 1955 grant to WJR for Mod. of CP to move trans. site of WJRT from a point southeast of **Flint (Clarkston)** to a point northwest of Flint **(Chesaning)**, make ant. changes and change studio location in Flint. Comr. Robert Lee dissented; Comrs. T. A. M. Craven, Fred Ford and John Cross not participating. Announced Sept. 10.

By memorandum opinion and order, Commission denied petition by **Jackson Bcstg. and Television Corp.** to set aside initial decision, reopen record and enlarge issues in proceeding on applications of **Jackson, Triad Television Corp., Booth Bcstg. Co.**, all **Parma, Mich.**, and **Television Corporation of Michigan Inc.**, and **State Board of Agriculture**, both **Onondaga, Mich.**, for new tv stations to operate on ch. 10. Comr. John Cross not participating. (By Decision of Sept. 3, Commission granted applications of Television Corporation of Michigan Inc., and State Board of Agriculture for share-time operation on ch. 10 and denied competing applications.) Announced Sept. 8.

By memorandum opinion and order, Commission (1) dismissed application by **Virginian Television Corp.** for temporary authority to operate on ch. 13 in **Norfolk, Va.**; (2) denied similar application by **Tim Brite Inc.**; (3) denied motions by **Brite, Virginian** and **Tidewater Teleradio Inc.** (WAVY-TV, ch. 10), **Portsmouth, Va.**, to dismiss petition by **Peninsula Bcstg. Corp.** (WVEC-TV, ch. 15), **Hampton, Va.**, for relief from destructive electrical interference; (4) granted Peninsula petition to extent of authorizing temporary operation of WVEC-TV on ch. 21 (which is reserved for educational use in Norfolk-Portsmouth-Newport News) subject to issuance of new authorization; with said temporary authorization to expire automatically upon commencement of operation on ch. 21 or on ch. 13, whichever occurs first, by a permittee so authorized by final action of the Commission on any application for regular operation on either of these channels; and (5) denied Peninsula request to withhold action on application for license of WAVY-TV. Announced Sept. 4.

By order, Commission granted petition by Broadcast Bureau and dismissed proceeding instituted April 23 by order to **Copper City Bcstg. Corp.** to show cause why its license for station **WKTV** (ch. 13), **Utica, N. Y.**, should not be modified to specify operation on ch. 2 from same site with specified ant. height; cancelled hearing in docket case since Airspace Division, Air Coordinating Committee, has withdrawn objections to 2381 ft. ant.; dismissed as moot petition by Copper City for alternative relief. Comr. Bartley not participating. Announced Sept. 4.

By letter, granted request by **Malco Theatres Inc., Memphis, Tenn.**, to withhold action until Nov. 23 on its pending applications to construct new TV stations in Columbus, Ohio, on ch. 40, Kansas City, Mo., on ch. 65, and Davenport, Iowa, on ch. 68, provided competing applications for some or all of the same facilities are not filed in meantime; grant is without prejudice to such action as Commission may take with regard to any applications Malco might file for extension of time to construct those tv stations for which it now holds cps. Announced Sept. 4.

By order, Commission granted petitions by

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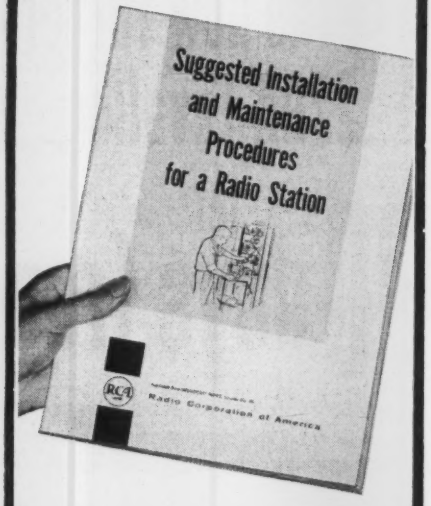

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FOR THE RECORD CONTINUED

Valley Telecasting Co. (WFRV-TV, ch. 5) and **Norbertine Fathers** (WBAY-TV, ch. 2), both **Green Bay, Wis.**, to extent of designating for hearing application of **M & M Bcstg. Co.** (WMBV-TV ch,. 11), **Marinette, Wis.**, to move trans. site from point about 14 miles SE of Marinette and about 38 miles NE of Green Bay to about 38 miles SE of Marinette and about 14 miles NE of Green Bay, increase ant. from 780 to 960 ft., increase visual ERP to 316 kw, etc.; made WFRV-TV and WBAY-TV parties to proceeding. Chairman Doerfer dissented. Announced Sept. 10.

Granted SCA's to engage in functional music operation on multiplex basis to following: Herman C. Hall (WMDE [FM]), Greensboro, N. C.; Rome Sentinel Co. (WRUN-FM), Utica, N. Y.; Radio Services Corp. of Utah (KSL-FM), Salt Lake City, Utah, for period ending Oct. 1, 1959; Jack W. Blankenship (KBFM), Lubbock, Tex.; James R. Corey (KFMK), Houston, Tex.

By memorandum and order, Commission denied petition by **Middlesex Bcstg. Corp.**, for immediate consideration of its application to change facilities of station **WTAO Cambridge, Mass.**, from 740 kc, 250 w D, to limited time operation on 720 kc, 5 kw from local sunrise, Cambridge, to local sunset, **Chicago, Ill.**, or for waiver of Sec. 1.351 of rules (daytime skywave). Announced Sept. 10.

By memorandum and order, denied petition by **Ottawa Bcstg. Corp.**, for retention of File BP-11381 for its application to increase power of **WJBL Holland, Mich.**, from 500 w to 1 kw; pursuant to Sec. 1.354 (h), application was assigned new file number (BP-11892) after Mar. 7 amendment to reflect new ownership. Comr. Bartley dissented.

Columbia Rivers Bcstrs., L. Berenice Brownlow, St. Heles, Ore.—Designated for consolidated hearing applications for new am stations to operate on 1600 kc, 1 kw D. Announced Sept. 4.

M.V.W. Radio Corp., San Fernando, Calif.; KGB Inc., San Diego, Calif.; Robert S. Marshall, Newhall, Calif.; Wilson Bcstg. Co., Oxnard, Calif.—Designated for consolidated hearing applications for new am stations of M.V.W. to operate on 1360 kc, 5 kw DA, D; Marshall on 1360 kc, 500 w D; Wilson on 1370 kc, 1 kw DA-2 unl., and KGB on 1360 kc, to increase daytime power from 1 kw to 5 kw; made KUDU Ventura-Oxnard, KBUC Corona, and KGER Long Beach, Calif., parties to proceeding. Announced Sept 4.

Twin City Bcstg. Co., Toombs County Bcstg. Co., Lyons, Ga.—Designated for consolidated hearing applications for new am stations; Twin City to operate on 1340 kc, 250 w unl.; and Toombs on 1360 kc, 1 kw D; denied request for extension of time to amend Toombs' application. Announced Sept. 4.

WCME Brunswick, Me.—Designated for hearing application to increase power from 500 w to 1 kw, continuing operation on 900 kc D; made WOTW Nashua, N. H., party to proceeding. Announced Sept. 4.

Tucumcari Television Co., San Jon, N. M.—Is being advised that application for new tv translator station on ch. 70 dictates a hearing.

South County Bcstg. Co., Wickford, R. I.—Designated for hearing application for new am station to operate on 1370 kc, 500 w D. Announced Sept. 10.

Standard Bcstg. Corp., Clifford C. Harris, Oswego, N. Y.—Designated for consolidated hearing applications for new am stations to operate on 1440 kw D—Standard with 500 w and Harris with 1 kw; made **WJJL Niagara Falls**, party to proceeding. Announced Sept. 10.

KWEW Hobbs, N. M.—Designated for hearing application to increase daytime power from 1 kw to 5 kw, continuing operation on 1480 kc, 1 kw DA-N, unl. Announced Sept. 10.

KCFI Cedar Falls, Iowa—Designated for hearing application for license to cover cp for new am station to operate on 1250 kc, 500 w DA-D. Comr. Cross abstained. Announced Sept. 10.

By orders, terminated following proposals for amendments of revised tentative allocation plan for Class B fm broadcast stations, such plan having been abandoned, effective Aug. 30, thereby making unnecessary any further proceedings:

To add ch. 289 to Framingham, Mass.

To substitute ch. 299 for 293 in Sacramento, Calif., and substitute ch. 293 for 229 in Santa Rosa, Calif. To add ch. 233 to Sacramento, Calif.

To add ch. 273 to Sacramento, Calif., and substitute ch. 245 for ch. 273 in Santa Rosa, Calif.

To add ch. 300 to Redlands and Lancaster, Calif., ch. 293 to San Diego, Calif., ch. 294 to Baltimore, Md.

By report and order, Commission finalized rule making in and changed uhf noncommercial tv reservation in **Pittsburgh, Pa.**, from ch. 22 to ch. 16, effective Oct. 10. At same time, it modified cp of **Telecasting Inc.**, for WENS (not operating) to specify ch. 22 instead of ch. 16 in Pittsburgh.

By notice of proposed rule making, Commission invites comments by Oct. 10 to proposal by **TOT Industries Inc.**, to amend tv tables of assignments by adding ch. 10 to **Medford, Ore.**

By order, Commission amended Part O of its statement of organization to transfer licensing and regulatory functions pertaining to international broadcast stations under FCC jurisdiction from Offices of Chief Engineer and General Counsel to Broadcast Bureau.

Routine Roundup

PETITION FOR RULE MAKING FILED

Lenkurt Electric Co., San Carlos, California—Request (1) Reallocation of the band 840-890 mc to common carrier fixed service; (2) Establishment of definite cut-off date beyond which existing tv and translator stations will not be re-licensed in the 840-890 mc band; and (3) Establishment of maximum power output of 10 w for all translator stations operating in or authorized to operate in the 840-890 mc band. Announced Sept. 5.

ACTIONS ON MOTIONS

By Commissioner John S. Cross on September 8

Granted petition by **Community Telecasting Corp.**, for extension of time to Sept. 12 to reply to oppositions to its motion to enlarge issues in **Moline, Ill.-Davenport, Iowa** tv ch. 8 proceeding.

Granted petition by Broadcast Bureau for extension of time to Sept. 18 to file responsive pleadings to petition to clarify issue (5) or in the alternative to amend issue (5) and to delete issues 1 through 4 filed by protestants in proceeding on application of **The Spartan Radiocasting Co.** (WSPA-TV), **Spartanburg, S. C.**

By Chief Hearing Examiner James D. Cunningham on dates shown

Granted petition by **Bowie-Nocona Bcstg. Co., Bowie, Tex.**, for acceptance of its appearance filed late in proceeding on its am application, et al. Action Sept. 4.

Prehearing conference on applications of **Baltimore Bcstg. Corp.**, and **Commercial Radio Institute Inc.** for new fm stations in **Baltimore, Md.**, which was scheduled for Sept. 18, will be held on Sept. 16. Action Sept. 8.

By Hearing Examiner Forest L. McClenning on September 8

Ordered **Darwin Bcstg. Co.** to file additional information within 30 days in connection with proceeding on revocation of license of **KHCD Clifton, Ariz.**; continued without date hearing.

On own motion, continued hearing from Sept. 23 to Oct. 21, and prehearing conference from Sept. 10 to Sept. 29 at 1 p.m., on application of **South Bay Bcstg. Co.** (KAPP), **Redondo Beach, Calif.**

By Hearing Examiner Thomas H. Donahue on September 5

On own motion, continued prehearing conference from Sept. 11 to Sept. 15 at 2 p.m. re am applications of **Pan American Radio Corp.,**

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By Hearing Examiner Herbert Sharfman on dates shown

Scheduled hearing for Sept. 10 on fm application of **Valley Bcstrs. Inc., Stockton, Calif.** Action Sept. 5.

Scheduled oral argument for Sept. 12 on petition by **James H. Duncan** (KSIL), **Silver City, N. M.**, for leave to amend his am application, and on Broadcast Bureau's reply. Action Sept. 8.

By Chief Hearing Examiner James D. Cunningham on dates shown

Continued oral argument from Sept. 5 to Sept. 8 at 9 a.m., on petitions to dismiss the application of **Garrison-Huntley Enterprises, Lubbock, Texas,** in am proceeding. Action Sept. 3.

Granted joint motion by **Wabash Valley Bcstg. Corp.**, and **Illiana Telecasting Corp.**, for continuance of procedural dates in proceeding on their applications for new tv stations to operate on ch. 2 in **Terre Haute, Ind.** Following schedule will be observed by parties: Exchange of exhibits—Nov. 10; further hearing conference Nov. 19; formal hearing Dec. 1. Action Sept. 4.

By Hearing Examiner Jay A. Kyle on September 3

On own motion, rescheduled hearing presently scheduled for Sept. 10 for Oct. 7 in proceeding on am applications of **Walter G. Allen, Huntsville, Ala.**, and **Marshall County Bcstg. Co., Arab, Ala.**

On own motion, rescheduled prehearing conference presently scheduled for Sept. 9 for Oct. 6, at 9 a.m., in proceeding on am applications of **Sheffield Bcstg. Co.**, and **J. B. Falt Jr., Sheffield, Ala.**

Scheduled prehearing conference for Sept. 17 in proceeding on applications of **Electronic Music Co.**, and **WSBC Bcstg. Co.**, for new fm stations in **Chicago, Ill.**

Scheduled prehearing conference for Sept. 18 in proceeding on applications of **Baltimore Bcstg. Corp.**, and **Commercial Radio Institute Inc.**, for new fm stations in **Baltimore, Md.**

Scheduled prehearing conference for Sept. 19 in proceeding on application of **South Kentucky Bcstrs.** (WRUS), **Russellville, Ky.**

By Hearing Examiner Basil P. Cooper on dates shown

Granted petition by **St. Anthony Television Corp.**, for continuance of date for evidentiary hearing from Sept. 4 to Sept. 18 in proceeding on its application for new tv station to operate on ch. 11 in **Houma, La.** Action Sept. 3.

Granted petition by **Frederick County Bcstg. Co., Middletown, Md.**, for leave to amend its am application to request operation on 1550 kc, 5 kw, D, in lieu of 1320 kc, 1 kw, D and application as amended is removed from hearing docket. Action Sept. 4.

By Hearing Examiner Forest L. McClenning on September 3

Scheduled prehearing conference for Sept. 10 in re fm application of **South Bay Bcstg. Co.** (KAPP), **Redondo Beach, Calif.**

By Hearing Examiner J. D. Bond on September 4

Granted petition by **Peninsula Bcstg. Corp.** (WVEC-TV) for leave to amend its application to revise showing of corporate stock ownership and subscription interests to conform with agreements underlying the recently accepted amendment of Peninsula application in **Hampton-Norfolk, Va.**, tv ch. 13 proceeding.

By Hearing Examiner Annie Neal Huntting on September 3

On own motion, continued prehearing conference scheduled for Sept. 15 until Oct. 1 on applications of **Arnold J. Stone** and **Patrick Henry** and **David D. Larsen**, partnership, for new fm stations in **Alameda, Calif.**

Granted petition by **Florence Bcstg., Brownsville, Tenn.**, for leave to amend its am application to change frequency requested from 1350 kc to 1420 kc and related engineering data and application, as amended, is removed from hearing; cancelled prehearing conference scheduled for September 15.

By Hearing Examiner Herbert Sharfman on September 3

Granted motion by **Historyland Radio** for various corrections to transcript in proceeding on its am application and that of **Star Bcstg. Corp.** both **Fredericksburg, Va.**

Granted petition by **KWG Bcstg. Co., Stockton, Calif.**, for leave to amend its fm application to specify ch. 289 instead of 297 and application, as amended, is removed from hearing.

By Chief Hearing Examiner James D. Cunningham on dates shown:

Denied petition by **Delmarva Bcstg. Co.**, for leave to intervene in proceeding on am applications of **Nick J. Chaconas, Gaithersburg, Md.**, et al. Action Sept. 2.

Granted petition by **Tidewater Teleradio Inc.**, for leave to intervene in **Hampton-Norfolk** tv ch. 13 proceeding. Action Sept. 3.

By Hearing Examiner Millard F. French on the dates shown:

Denied petition by **Huntington-Montauk Bcstg. Co., Huntington, N. Y.**, for continuance of hearing to Sept. 24 in proceeding on its application and that of **The Riverside Church in the City of New York, N. Y.**, for new fm stations; on own motion continued hearing from Sept. 9 to Oct. 14. Action Aug. 28.

Continued without date hearing scheduled for Sept. 3 in matter of show cause order in **Albany-Schenectady-Troy-Vail Mills, N. Y.**, proceeding as to why **Copper City Bcstg. Co.** (ch. 13), **Utica, N. Y.**, should not operate on ch. 2. Action Sept. 3

BROADCAST ACTIONS

By Broadcast Bureau

Actions of September 8

KTSM El Paso, Tex.—Remote control permitted.

WTJS-FM Jackson, Tenn.—Granted change of remote control authority.

Actions of September 5

KAV-95 North Dakota Bcstg. Co., Inc. Minot, N. Dak.—Granted license for tv inter-city relay station.

Granted licenses for following tv translator stations: K78AJ Broadbent Television Translator Inc., Broadbent, Ore.; K83AG Uhf-Television For Gallup Association, Gallup, N. M.; K71AD, K74AI, Coconino Television Inc., Flagstaff, Ariz.; K76AJ, K70BC, Morongo Basin T. V. Inc., Twentynine Palms, Calif.; K73AH, K78AE, K83AD, White Pine Television District #1, McGill, Nev.

WIAN Indianapolis, Ind.—Granted license covering increase of ERP to 890 w, decrease ant. height to 45 ft. and installation new type ant.

K73AC Havre, Mont.—Granted license covering change in location of remote control point.

K70AW La Grande, Ore.—Granted license covering change in remote control point.

WHB, WTIX, WQAM, WDGY Mid-Continent Bcstg. Co. Kansas City, Mo., New Orleans, La., Miami, Fla., and Minneapolis, Minn.—Granted mod. of licenses to change name to **Storz Bcstg. Co.**; and mod. of cps to change name to **Storz Bcstg. Co.** for WTIX, WQAM and WDGY.

WGNY Newburgh, N. Y.—Granted cp to change ant., trans. location.

WAGY Forest City, N. C.—Granted mod. of cp to change type trans.

WIBG Philadelphia, Pa.—Granted mod. of cp to make minor changes in operating parameters.

KPOL-FM Los Angeles, Calif.—Granted mod. of cp to install new type ant. and change ant. height to 550 ft.; conditions.

KITT (FM) San Diego, Calif.—Granted mod. of cp to increase ERP to 56 kw, change type ant. and decrease ant. height to 180 ft.; remote control permitted; condition.

Following stations were granted extensions of completion dates as shown: KIKK Bakersfield, Calif., to 9-30; WSRO Marlborough, Mass., to 3-22-59; KTYM-FM Inglewood, Calif., to 2-28-59; KLFY-TV Lafayette, La., to 3-24-59; WOAI-TV San Antonio, Tex., to 1-15-59 (main trans. & ant.); WICS (TV) Springfield, Ill., to 11-1; WHP-TV Harrisburg, Pa., to 1-3-59 (main trans. & ant. & aux. ant.); KOED-TV Tulsa, Okla., to 3-21-59.

Actions of September 4

WBSC Bennettsville, S. C.—Granted involuntary transfer of control from **Y. W. Scarborough** to **Y. W. Scarborough Jr.**, executor of estate of Y. W. Scarborough.

WSIZ Douglas, Ga.—Rescinded action of August 11 granting license for am station.

Actions of September 3

WTCW Whitesburg, Ky.— Granted acquisition of negative control by **Clarence (Hank) Snow** as an individual, and **Ernest Tubb** and **Charles E. Mosley**, in privity through purchase of stock from **William R. McDaniel.**

KE2XXP Port Dickinson, N. Y.—Granted license for experimental tv station; conditions.

KDAY Santa Monica, Calif.—Granted mod. of cp to make changes in directional ant. pattern.

Following stations were granted extensions of completion dates as shown: KASK Ontario, Calif., to 10-31; K75AH Coachella Valley Television Club Inc., Indio, Calif., to 2-18-59.

WIBG-FM Philadelphia, Pa.—Granted extention of authority to remain silent from Sept. 3 to Dec. 24 pending completion of construction.

Actions of September 2

K70AT Ely, Nev.—Granted license for tv translator station.

WFIL-TV Philadelphia, Pa.—Granted license for installation of aux. trans. at main trans. site.

WQXT-FM Palm Beach, Fla.—Granted license covering changes in trans. and increase ERP to 22 kw.

WBOW Terre Haute, Ind.—Granted cp to install old main trans. (composite) as aux. trans. at present main trans. site; remote control permitted.

KCVN Stockton, Calif.—Granted cp to install new type trans.; condition.

WTAF (FM) Birmingham, Ala.—Granted mod. of cp to increase ERP to 15.5 kw, change type trans., increase ant. height to 900 ft., and change type ant.

WYNN Florence, S. C.—Granted mod. of cp to change type trans.; conditions.

KASK-FM Ontario, Calif.—Granted mod. of cp to install new type trans.

KEAR San Francisco, Calif.—Granted mod. of cp to operate trans. by remote control and decrease ERP to 82 kw; conditions.

WFBC-FM Greenville, S. C.—Granted mod. of cp to increase ERP to 11 kw, and install new type ant.

KHCD Clifton, Ariz.—Granted extension of authority to remain silent for period ending 12-1; conditions.

Columbia Bcstg. System Inc. New York, N. Y.—Granted extension of authority to transmit programs to stations CFRB, CKAC, CJAD and other stations under the control of the **Canadian Bcstg. Corp.**, for period beginning Sept. 15 and ending Sept. 15, 1959.

Anne Benton

Tucker Wayne & Company
Atlanta

Please note that WMBR-TV in Jacksonville, Florida has changed its call letters to WJXT. A new name—but still the same old habit of leadership, with the largest audience in all of Northern Florida and Southern Georgia. WJXT, operated by the Washington Post Broadcast Division, represented by CBS Television Spot Sales.

WJXT

channel 4, Jacksonville

ALLEN KANDER
AND COMPANY

NEGOTIATORS FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS
EVALUATIONS
FINANCIAL ADVISERS

WASHINGTON
1625 Eye Street, N.W.
NAtional 8-1990

NEW YORK
60 East 42nd Street
MUrray Hill 7-4242

CHICAGO
35 East Wacker Drive
RAndolph 6-6760

DENVER
1700 Broadway
AComa 2-3623

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

- **DEADLINE: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.**
- **SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.***
- **All other classifications 30¢ per word—*$4.00 minimum.* • DISPLAY ads $20.00 per inch.**
- **No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.**

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Announcer for new Key West independent. Married man, first phone preferred, not essential. Also manager-engineer-announcer-salesman and announcer-salesman for new Belzoni, Mississippi station. Send tape, photo, resume—R. E. Hook, Aliceville, Alabama.

Management

Sales manager and owners understudy—now successful in small or medium market. Send credentials, accounts listing first letter. Guarantee salary open, plus commission. Upper midwest. Box 702F, BROADCASTING.

Proven successful sales producer to join multi-station group operating Gulf States area in medium markets. Box 785F, BROADCASTING.

Commercial manager. Good salary plus commission for go-getter. Must be able to produce. Prefer middle-aged man. Enterprising station in Tide-water area. WDDY, Gloucester, Virginia.

Sales

Ad salesman, man or woman. Must be experienced, either newspaper or radio, for successful Carolina radio station. Earning potential $600.00 a month or more on salary or salary and commission. Send complete information with photo. Box 736F, BROADCASTING.

Salesman for small town market in South Carolina. Income depends on output. Box 798F, BROADCASTING.

St. Louis—Top independent top money and future for sales manager who loves to sell. Box 803F, BROADCASTING.

New Iowa station needs additional experienced salesman-announcer soon. Excellent opportunity. Interview required. Box 832F, BROADCASTING.

Michigan station, 1 kw. network, seeking salesman-announcer. Salary plus commission to right individual. Full details first letter. Box 833F, BROADCASTING.

Opportunity radio salesman. Salary plus commission. Good market. ABC Texas station. Box 846F, BROADCASTING.

Second salesmen in good western New York market. Excellent opportunity for solid man. Benefits security. Box 852F, BROADCASTING.

Sales manager. Successful salesman interested in increasing his income. New station in rich suburban area near New York. State current billing and earnings. Box 853F, BROADCASTING.

Aggressive Florida east coast station under new management loves to spoil its salesman. At present undercovered in market of 75,000. Needs two aggressive men. Name your draw if you have record to back it. Applies against twenty percent commission. Also offers reasonable expense account and additional incentive cm tests. Right man should bill 3-4000 monthly. Complete resume first letter. All replies confidential. Address Box 861F, BROADCASTING.

Radio salesman. Springfield, Illinois, radio station $100 weekly, if you are a producer. Fine opportunity for real salesman. Box 864F, BROADCASTING.

California, KCHJ, Delano. Serves 1,300,000. Increasing sales staff.

Wonderful future for live-wire salesman. Progressive 1,000 watt music, news and sports. Draw against 20% commission. Southern California applicants only. Contact Allan Berg, KWOW, Pomona, Calif.

Richmond, Virginia, station needs A-1 experienced local salesman. Send complete resume to: Jim Canyon, WEZL, 305 West Grace St., Richmond, Virginia.

Commercial managers. An excellent opportunity for outstanding salesmen to sit into a bigger job in an eight station radio-tv chain. Opportunities now with . . . WAMS, Wilmington, Delaware and WRAP, Norfolk. Rush photo, history of billing and earnings to Tim Crow, Rollins Broadcasting, 414 French St., Wilmington, Delaware.

RADIO

Help Wanted—(Cont'd)

Sales

Salesman for solid NBC station in Michigan's second market. Send complete resume to Marvin Levey, WFDF, Flint, Michigan.

Announcers

Florida. Need experienced personality pop dj. Above average salary. Promotion minded station. Send tape, background. Box 750E, BROADCASTING.

Need announcer with 2 years experience for staff of metropolitan area station. Good salary and conditions, an excellent chance of advancement within our expanding chain. Send tape, photo, resume and references. Box 547F, BROADCASTING.

Central Pennsylvania 1000 watt needs all-around announcer. Send tape, resume now. Box 735F, BROADCASTING.

DJ wanted who can hold adult female audience mid-morning, afternoon. Music policy based on variety: new, old, hi fi albums, some rock and roll. Full details Box 775F, BROADCASTING.

Personality dj, good hours, good pay, for big pop show on deep south radio. If dull or dry don't apply. Box 806F, BROADCASTING.

Combo man—first phone—to do all night show in major southern market. Six hours per night six nights a week. Send tape and resume to Box 808F, BROADCASTING.

Immediate opening for announcer. Progressive station in northwest North Carolina. Excellent climate. Good pay for right man. Rush tape and resume to Box 826F, BROADCASTING.

Opportunity for married staff announcer. Send resume. ABN Network. Texas. Box 845F, BROADCASTING.

Reliable station in western New York needs experienced and flexible disc man. Supervisory traffic background could prove valuable. Box 851F, BROADCASTING.

Wanted, an experienced radio announcer. Some tv work. Send tape, picture and resume to R. H. Verdon, KFBC Radio, Cheyenne, Wyoming.

Have opening for announcers with Stuart Stations. Need top announcer. Have opening for announcers with and without first class ticket. Air mail tape, photo and background to KFOR, Box 391, Lincoln, Nebraska.

Immediate opening for morning man. Straight announcing. Must be alive and have good voice. College town, 2 station market, excellent salary, plus security for the right man. Send tape, resume, photo and references to Gene Larson, KGFW, Kearney, Nebraska.

Announcer-1st phone. No maintenance, two weeks vacation, health insurance, new studio and equipment. Mobile units, air and auto. Adult programming, start at $433.00. Need immediately. Phone Mr. Jae, KHMO, Hannibal, Missouri.

Top Hooper music operation adding announcer and copywriter or combo. Good salary, permanence, send tape or copy sample to KPBA, Box 33, Pine Bluff, Arkansas.

Top California indie wants happy enthusiastic announcer. Short bright talk on modern format. Run board. Wonderful city, start $125 weekly. Tape, picture, background to Radio Station KRAK, Stockton, California.

Board announcer wanted by Radio KRSN, Los Alamos, N.M. Personal interview a must. If you now work in west Texas, Colorado, Arizona or New Mexico write today.

Need experienced pop dj for central Kansas outstanding 1000 watt independent. Modern, friendly town of 40,000. Air mail "complete" background: photo, taped commercials, music, ad libs and news. Vern Minor. KWHK, Hutchinson, Kansas.

Announcer, experienced, no floaters. Apply in person only. Full coverage insurance furnished. WAIM-WCAC-WAIM-TV, Anderson, S. C.

Two experienced announcers with or without first phone license. Immediate opening. Call Nathan Frank, WHNC, Henderson, North Carolina, Geneva 8-7136. No collect calls please.

RADIO

Help Wanted—(Cont'd)

Announcers

Top flight staff announcer now working in northeast, ready to step-up to position at WCSH Radio, Portland, Maine. Evening work. Music-news-service-NBC, 5000 watt. Check our reputation. We will check yours, don't bother if your record won't stand it. Air mail tape, photo, resume, expected salary. No phone calls nor personal visits until requested, please.

Radio staff announcer, some tv. Good position available immediately. Contact C. B. Heller, WIMA, Lima, Ohio.

5 kw daytimer WLET, Toccoa, Ga. has immediate opening for stable, experienced staff announcer morning shift. 48 hour week, paid vacation, other benefits.

Announcer-dj, young, single. Some experience. No tapes returned. WPAC, Box 651, Patchogue, New York.

Immediate opening for announcer-salesman with emphasis on sales. Excellent opportunity for right man. Send tape and background to Jim Melvin, WSIC, Statesville, North Carolina.

Wanted: Staff announcer with minimum one year experience. Split shift-afternoon and evening. Position available September 10th. Send tape and resume and references to Walton Broadcasting Co., Monroe, Ga.

Technical

Engineer—Leading eastern independent needs man thoroughly experienced in maintenance of broadcast equipment. Must also do a minimum of air work. This is excellent opportunity for young, ambitious man to become chief. Station is expanding and expects to build new studios within two years. Salary commensurate with ability. Must have audition tape, resume and recent photo. Box 742F, BROADCASTING.

Engineer-announcer first phone, 1000 watts indie. Reply to Box 749F, BROADCASTING.

Wanted—Chief engineer for 250 watt daytime station. Some announcing. Permanent position. Good working conditions. Box 809F, BROADCASTING.

Southwestern station needs first phone engineer. Send references, qualifications, and salary requirements to Box 7157, El Paso, Texas.

Chief engineer wanted immediately. Must be qualified for maintenance of new 5 kw transmitter. Some announcing. Send resume and tape to Gene Riesen, Manager, KLAD, Klamath Falls, Oregon.

If you've been thinking about that final move, perhaps this is what you're looking for. For chief engineer we want family man who will enjoy living in 14 thousand population college town, who wants his children to go to fine schools, who wants to work for an active, adult programmed 250 watt station that has prestige and respect of area it serves. Not a top tune or power station but a lot of nice people to work with. Small amount of announcing necessary. Can offer very good living to right man. Jim Lipsey, KNCM, Moberly, Mo.

Engineer-announcer first phone, 1000 watt independent Norfolk, Virginia. WCMS. Call or write Ray Lamere, Madison 5-0525.

Engineer for 1000 watter immediately. Experienced or beginner with good voice. Contact Art Grunewald, WMNF, Richwood, West Virginia.

Production-Programming, Others

Mr. News Director, this ad will run until we find the right man. We need a newsman who gets behind the surface news; who knows what's going on. News in depth is our most important service. Good salary and facilities. Write Box 179E, BROADCASTING.

$6000 per year for news director with know how to do a complete job. Established news minded station will provide the working tools, you provide the knowledge and interest. Full details to Box 318F, BROADCASTING.

RADIO

Help Wanted—(Cont'd)

Production-Programming, Others

News director. Must be able to take full charge of department, with heavy news schedule; be thoroughly experienced in local reporting, have an authoritative style and able to direct other news personnel. Leading, north central regional, in major market. Salary and working conditions above average. Will only consider applicants with successful background in similar position. Reply in detail, giving past experience, salary expected, and attach small photo, which will not be returned. Confidential. Box 515F, BROADCASTING.

Newsman-gather, write and edit news for near Chicago indie. Send tape, resume, and photo at once. Box 751F, BROADCASTING.

Radio farm director—educational and practical background in agriculture, married and willing to work, including sales. Opportunity available immediately for man who desires unlimited future in an established farm and radio market. Box 844F, BROADCASTING.

Desire to settle in small market with long hours, good pay? Challenge for man with small station experience in programming, announcing, creative work, public relations. Only interested in qualified applicants from south and southwest. Manager, KXAR, Hope, Ark.

Newsman. Radio and television, capable leg and airman with small market station experience, who can gather, write, and air news; journalism education background preferred; married; veteran; stable and dependable with good references; one who wants a permanent berth in a news department which has twice received national recognition. Scale starts at $85 for 40 hours. Salary commensurate with experience and ability. Write or phone W. P. Williamson, WKBN, Youngstown, Ohio, STerling 2-1145.

Immediate opening for radio-tv newsman. Camera familiarity, news writing and development required. Air presentation ability preferred. Address News Director, WOC-am-fm-tv, Davenport, Iowa, including snapshot, resume, tape and requirements.

RADIO

Situations Wanted

Management

Manager. Opportunity invest, become part owner. 8 years all phases. Box 768F, BROADCASTING

12 years announcing, programming, sales, now ready to manage. Reliable family man with excellent sales background. Young executive type employed major eastern market tv sales. Box 797F, BROADCASTING.

Presently managing, want relocation to southwest. Experienced every phase specialize in business management and sales. Hold first phone. Box 813F, BROADCASTING.

General manager radio, tv or both, possessing nation's top records sales, station buildup, proof available Creative sales, programming expert, now managing metropolitan station. Prefer southeast, Virginia to Florida, near coast if possible. If desire results contact. Will furnish best references. Box 819F, BROADCASTING.

Highest industry sales records. Twenty years general operation management. Seeking opportunity for revenue expansion. Box 839F, BROADCASTING.

Mr. F. M. Owner—Do you want to be relieved of your programming and sales problems? I am currently doing both in a medium market. Are you willing to spend money to make money? We might be looking for each other. Box 847F, BROADCASTING.

Sales manager, suitable good sized market; local and national assignment. Box 858F, BROADCASTING.

Manager-commercial manager small market midwest or southwest. Presently employed. 37. Married. Experience all phases. Not a hot shot. Cannot guarantee increase. Will try. Box 859F, BROADCASTING.

Mature agency exec., 20 years experience selling radio, seeks position as sales or station manager. East coast preferred. State proposition fully. Box 871F, BROADCASTING.

Program director, 3 years experience would like management opportunity in rural station; 1st phone, dj, news, copywriter, play-by-play with sports a specialty. Married, vet, 2 children, Don Martin grad, will go anywhere for right opportunity. Will not work more than 29 hours a day, 11 days a week. Box 875F, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Sales

Go-getter, experienced, seeking good potential. Prefer deal including air work. Can run own board. All around man—what you're looking for. Box 664F, BROADCASTING.

Announcers

Sports announcer football, basketball, baseball. Seven years experience. Finest references. Box 620F, BROADCASTING.

Personality-dj strong commercials, gimmicks, etc., run own board. Steady, eager to please. Go anywhere. Box 665F, BROADCASTING.

Girl dj-announcer. Go anywhere. Ready now. Run own board. Can sell too. Steady, no bad habits. Love to build audiences and grab accounts. Tape and resume. Box 666F, BROADCASTING.

Negro dee jay, good board man, fast patter, smooth production. I'm the one you're looking for. Tape and resume. Box 667F, BROADCASTING.

Sports, staff announcer play-by-play, pd, college graduate, 6 years experience, married, employed. References. Box 786F, BROADCASTING.

Competent first phone newsman/deejay. Wife writes sparkling copy. Either or both. Box 814F, BROADCASTING.

Announcer, dj, vet, 25, strong personality, news, gimmicks. Former production supervisor top N. Y. station. Box 792F, BROADCASTING.

Topflight midwestern newscaster/announcer, solid experience, single, available now, has network capabilities, will travel anywhere, sports minded and can do. Box 795F, BROADCASTING.

I've served my apprenticeship in smaller markets—if you're big, progressive, successful, and pay accordingly, let's talk. Box 800F, BROADCASTING.

Good dj with radio-tv B.A. Am veteran—have ambition, imagination, can produce. Will build and hold audience. Know music. Strong on commercials, production and gimmicks. Want future! Tape and resume. Box 807F, BROADCASTING.

Experienced newscaster, sportscaster, college grad, married, available immediately, references. Tape and resume upon request. Box 810F, BROADCASTING.

Announcer—Vacation relief, desires permanent position with future, young, single, willing to learn, run own board, have ambition, will travel. Box 812F, BROADCASTING.

First phone announcer. Fair voice, authoritative news. Six years experience. $100. Forty hours. Box 815F, BROADCASTING.

Pennsylvania-Illinois-and-Texas moving like that almost rexus. Florida's great for sun and honey, we'll settle anywhere for the right kind of money. Signed: An old pro in radio. Box 817F, BROADCASTING.

Going west or southwest. Good announcer—four years experience. $100 minimum. Box 818F, BROADCASTING.

Available-morning-dj personality. Best background, proven record, tight production. 13 years radio-tv, currently morning dj 11 station market. Desire less frantic format and more normal schedule. Looking for opportunity competitive east-midwest market. Box 820F, BROADCASTING.

Experienced, smiling, air salesman. Basketball, special events, interviews, etc. Family man, no jukes. Minimum $115. Box 825F, BROADCASTING.

Polished announcer-newsman, desires position with future, in east. College grad. Experienced all phases, heavy on news and dj. Thorough knowledge of music. Have car; can handle own board. Tape, resume, references. Box 828F, BROADCASTING.

Successful, experienced, employed deejay seeking advancement. College graduate. $125 week. Box 837F, BROADCASTING.

Need a pop music dj? Experienced, veteran, single, university graduate. $100. Box 838F, BROADCASTING.

Announcer, presently employed, one year experience, wishes to relocate. Box 840F, BROADCASTING.

Excellent sportscaster: Major conferences 10 years. Relocate for better opportunity. Permanency. Reliable family man. Box 848F, BROADCASTING.

Announcer-dj; experienced, ready for larger market. Music, news, commercials. Box 856F, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Announcers

Announcer-dj; also sales, copywriting. News, commercials, music. Operate board. Box 857F, BROADCASTING.

Experienced negro dj combo man salesmanship. Good voice. Moving style. Box 863F, BROADCASTING.

Good news, bright dj, friendly commercials, first phone, no maintenance. Box 865F, BROADCASTING.

DJ—experienced, operate board, married. Prefer to stay in New England or eastern seaboard. Box 867F, BROADCASTING.

Disc jockey-fm and college radio experience. Desires first job with commercial am station. College graduate. 21 years old. Will appeal to teenage audience. Phone LOrrain 8-7599 in New York City or write Box 868F, BROADCASTING.

Deep, resonant voiced announcer with working knowledge of the business. Prefer news, dj, commercial. Available immediately. Box 869F, BROADCASTING.

Dynamic dj-announcer, beginner with talent trained by Pat Kelly, college graduate, family, tapes available. Box 870F, BROADCASTING.

Stop and read this. If you want a personable morning or afternoon record show that sells your product and your station to your audience, don't let this get away from you. 11 years experience in two of top six markets. Presently employed. Former program director. 7 years same station. Married, 35, college background. Musician. Top station and agency references. Prefer middle Atlantic states. Consider elsewhere. Available October 1. Box 873F, BROADCASTING.

Play-by-Play (radio and television) baseball-basketball-football-hockey-staff-board 5 years. References. Available now. Box 874F, BROADCASTING.

Conscientious, young, dependable, married. Four years same organization. $400. Announcing, sales, programming, promotions. Know top 40. Good references. Box 881F, BROADCASTING.

Attention Carolina! Native son getting out of Army soon. Want to permanently locate. Experienced, versatile young radioman. Announcer, pd, music, news, copy, sales, office. Married, car, age 22, 2 years college, 6 years experience. Satisfaction guaranteed. Try me. Box 883F, BROADCASTING.

Good music station announcer. Extensive classical music, fine arts, language background. Tape. Box 55, Temple City, California.

Experienced sportscaster, newsman, salesman, announcer. Call DeSoto, Cresview 5-8592, 1801 Coldwater Canyon, Beverly Hills, California. Relocate.

I am long on staff, brought one with me when I came, a good staff was here. One of them too good to just turn out, so I am offering to send someone, a darn good man. Not frantic, but a mature man 31 with deep voice and nice delivery. Strong news and commercials. Would like to locate close to Illinois but consider anywhere. Contact Johnson, KWEL, Midland, Texas.

Technical

Engineer network-experience wants relocation within 175 mile radius of Washington, D. C. Box 781F, BROADCASTING.

Engineer-announcer. Experienced. Engineer degree 1st class license. Box 823F, BROADCASTING.

1st phone 1½ years tv operation experience. Desires change to radio. Fair voice, hard worker, sober, family man. Prefer west of Mississippi River. Box 879F, BROADCASTING.

One first phone man and wife team. Want Kentucky area. Good dj and news. Available immediately. Write Joseph Peters, Route 3, Box 360, Albany, Kentucky.

Have first phone license, good at maintenance radio and television. Age 29, married. No announcer, no previous station experience. Want job within 750 miles Memphis. Ed Travis, 61 West Main, Marianna, Arkansas.

RADIO

Situations Wanted—(Cont'd)

Production-Programming, Others

Experienced newsman: Experienced all phases gathering, editing, writing news. Now doing top-rated news show in midwest market of 100,000. Interested in relocating in urban area, preferably in Great Lakes region. Also experienced staff work. Married, one child. Available immediately. Reply Box 793F, BROADCASTING.

Newsman, excellent authoritative delivery. Two years experience all phases of news gathering, reporting. Want to work for station with strong interest in news reporting, offering good starting salary, opportunity for advancement. College graduate, 29, married, veteran. Now employed 5000 watt New England station. Will gladly relocate for right job. Box 841F, BROADCASTING.

Experienced newscaster desires major market. Present salary $136.00. Reply Box 842F, BROADCASTING.

New programming policy forces out our afternoon newsman. He's a solid, experienced newscaster with an authoritative style, imagination, ability and initiative. We would like to see a major market station use his talents. We will strongly vouch for him. For our letter of recommendation and his tape, photo and resume, write Box 843F, BROADCASTING.

Experienced woman copywriter. Old enough to give sensible consideration to accounts! Young enough to weave new ideas into copy. Permanent, midwest. Box 862F, BROADCASTING.

Newsman, collect, edit, and broadcast with authority. 5 years experience includes diversified interviews and special events. Political, civic, and military coverage. Box 877F, BROADCASTING.

Newspaperman, 32, vet, married, baby, j-grad, tired stale rehashing, wants fast news job, radio or tv. Still fotog, could learn movies. Some air experience. All beats metro; city editor medium. Jack Magee, Apt. M, 2900 N. Concord, Colorado Springs, Colo., MElrose, 5-2630.

TELEVISION

Help Wanted

Four vacancies: Producer-performer-announcer; news editor-cameraman; announcer-director; supervisory transmitter engineer. Fine opportunity in midwest location. Box 802F, BROADCASTING.

Sales

Television time salesman for eastern North Carolina station. Man with tv or radio time sales experience preferred. State qualifications and requirements first letter. Box 745F, BROADCASTING.

Experienced salesman, ample base pay plus commission, with expanding organization. Send background, sales record and photo to Ray Carow, WALB-TV, Albany, Ga.

Account executive—Experienced in radio or tv local/regional sales, to take over top billing account list on one of the best CBS stations in the Carolinas. Opening created by promotion of present account executive to local sales manager. This position offers good base, fringe benefits, and attractive commission arrangement that enables you to build your own future. No limit on earnings. We want a family man with sincere desire to work and make money. Your record must stand rigid investigation. Send complete details including sales record on local/regional level with photograph to: Don Pierce, Local Sales Manager, WFMY-TV, Greensboro, N. C.

Wanted: Experienced tv or radio account executive for No. 1 NBC affiliated station in Florida's most beautiful city. Guarantee plus commission. Expanding market with excellent chance for advancement in our station chain. Only top, hard-sell salesmen need apply. Past record and references must stand thorough examination. Send full details in first letter with photo to: Chet Pike, WPTV, Palm Beach, Florida.

Announcers

TV announcer-director needed at central Pennsylvania station. Announcing experience necessary, but will train for director. Good salary for right man. Apply Box 835F, BROADCASTING.

Technical

Position open for engineer with first class ticket for operation and maintenance. TV experience desirable, but will consider man with good technical training. Contact W. M. Nelson, Chief Engineer, WUSN-TV, Charleston, S. C.

Production-Programming, Others

An announcer and/or director for full power vhf. Experienced. References required. South. Box 572F, BROADCASTING.

TELEVISION

Help Wanted—(Cont'd)

Production-Programming, Others

Need director-switcher immediately Nebraska agricultural market. Prefer director with experience. Pay good, fine chance for advancement. Send information and references to KHOL-TV, Kearney, Nebraska.

TELEVISION

Situations Wanted

Sales

Industrious, personable, dependable man with record of selling intangibles seeks opportunity to sell time. Also capable announcer. Free to relocate. For complete resume write Box 752F, BROADCASTING.

Announcers

Available immediately, top announcer/director. Prefer south or west. References. Degree. Sports, news, commercial! Dramatic! Box 796F, BROADCASTING.

A good resume backed up solid! Alert college man with 6 years desires stable position news or staff. Box 816F, BROADCASTING.

Newsman with rapid-fire tv-radio delivery. Writes exciting but always factual newscopy. A Professional who believes a news operation should make money. Large markets only. Box 824F, BROADCASTING.

Ten years radio and television. Announcer-newsman-on camera personality. Sports. Program director. MC. Box 829F, BROADCASTING.

Top dj or tv news—150 guarantee. Prefer Ohio and bordering states. Box 830F, BROADCASTING.

Announcer, producer. TV, film radio experience. News, sports, commercials, versatile. Box 854F, BROADCASTING.

Versatile personality-announcer, extensive experience commercial radio and tv, seeking major, medium market opportunities, staff and talent. Box 882F, BROADCASTING.

Technical

First phone, television, am-fm, studio, transmitter. Operation, maintenance. Eastern U.S.A. Box 849F, BROADCASTING.

1st phone, 1½ years experience. Well rounded in all phases of operation. Wants in small operation, prefer west or central states. Box 880F, BROADCASTING.

Production-Programming, Others

Production/operations executive desires to relocate. East coast network o&o background. Available September 15th. Box 744F, BROADCASTING.

Spark your programming from news to net with top-notch television operations manager and program director. Experience all phases, on-camera everything, young, energetic. B.S. radio and television. Director. Currently employed in top rated vhf. Wants progressive station. Box 794F, BROADCASTING.

Copywriter: Commercial and program copy. 7 years station and agency experience. Presently employed, excellent references. Box 804F, BROADCASTING.

TV camraman, presently employed, with one year experience. Professional experience in film and theatre. B.S. degree Northwestern University. Veteran. 26 years old. Hard worker with references to prove it. Want opportunities of larger station and creative live programming. Goal: Producing-directing-performing. Box 805F, BROADCASTING.

Highly qualified program director-film buyer for major market station, or station manager if your city is 200,000 or less. Past 8 years as program director-film buyer for million-market CBS affiliate, in complete charge of program, production, art, traffic and film departments. Also qualified to handle tv national sales, and know promotion and merchandising. 14 years preceding tv devoted to every phase of creative radio, in major market, as program director-writer-performer. Blue chip tv and radio refeences supplied. Box 821F, BROADCASTING.

Producer/coordinator/writer. New York tv experience. Dependable. Cooperative. Ambitious. Box 855F, BROADCASTING.

FOR SALE

Stations

Good midwest daytimer, medium market, has shown steady progress to break-even point. Now fine owner-operator opportunity. $20,000 cash down on $90,000 price. Write owner, Box 791F, BROADCASTING.

RADIO STATIONS FOR SALE

MIDWEST

Gross between $80,000 and $85,000. Retail sales $100,000,000. Competitive market. **Asking $90,000 for both AM and FM. Terms.**

Exclusive. Full time. County population 16,000. Gross $32,000. **Asking $34,000 wtih $20,000 down.**

Daytimer. Exclusive. Trade area 20,000. Owner is not a radio man. All new equipment. **Asking $47,500 with $15,000 down.**

SOUTH

New station in competitive market. Owner does want to sell. Good staff. **Asking $65,000 with 29% down.**

Working partnership in a good market. $20,000 for 461 shares out of 1002. **$8,000 down.**

NORTHWEST

1 kw in excellent, growing competitive market. Station now run down but had done very well. Absentee owned. Good dial position. Sales includes land and building. **$130,000 with 29% down.**

Small coast market. Full timer. Exclusive. Gross close to $34,000. **Only $10,000 down.**

Daytimer near one of the largest markets in the Northwest. Absentee owned. Excellent potential. **Asking $65,000 with $20,000 down.**

ROCKY MOUNTAIN

Exclusive covering trade area of 12,000. Land and building owned by station. Full time. Gross $34,000. **Asking that with 29% down.**

Number one station in competitive market. Gross will be around $130,000 a year. Full-time. Excellent profits. **With land and building $225,000 with 29%** down. Land and building can be spun off and price reduced.

SOUTHWEST

Top facility in tremendous market. Full time. Well staffed and wonderful equipment. Valuable land included in sale. **Asking $100,000 down.**

Daytimer. Competitive market. Management problems. **Asking $80,000 with terms.**

Exclusive in town of 8,000. Fast growing market. Bad management history has kept gross down. **$29,000 down.**

CALIFORNIA

Powerful daytimer in competitive market. Profit has been close to $60,000 last year. **Asking $200,000 with 29% down.**

We have several FM stations in the greater Los Angeles market which are priced right for this area.

EAST

Daytimer. Excellent frequency. Top market of the country. **Priced at $325,000 with 29% down.**

JACK L. STOLL & ASSOCIATES

A **NATIONAL ORGANIZATION** for the sale of Radio & TV Stations

6381 HOLLYWOOD BLVD.

LOS ANGELES 28, CALIF.

Hollywood 4-7279

FOR SALE

Stations

Do you want to live and prosper with your own station? I have a fine money-making daytimer near the best hunting and fishing in the country for $65,000.00. Box 872F, BROADCASTING.

Southeast monopoly market newspapers and 55% interest in radio station for $150,000, 29% down payment. Chapman Company, 1182 West Peachtree, Atlanta.

Florida television properties (2), $450,000, $2,000,000; terms. Chapman Company, 1182 West Peachtree, Atlanta.

Minnesota $75,000; Maine $125,000; Missouri $90,000; Michigan $65,000; Tennessee $75,000; North Carolina $37,500; Maryland $75,000; Florida $42,500; West Virginia $60,000; Pennsylvania $100,000; Connecticut $125,000; Tennessee $121,000; North Carolina $150,000; Florida $65,000; Pennsylvania $160,000; Arizona $200,000; Kentucky $190,000; Florida $300,000; Alabama $250,000; Iowa $350,000; North Dakota $400,000; Michigan $450,000; Iowa $500,000; Indiana $800,000. Please write Haskell Bloomberg, Station Broker, 208 Fairmount Street, Lowell, Massachusetts.

New England small market stations (3), $50,000 to $100,000; monopoly market station, $100,000; large market station, $200,000; all with terms. Chapman Company, 1270 Avenue of Americas, New York.

Southwest markets, desirable climate, small market, 50% interest, $50,000, 75% interest, $75,000, terms; large market, $500,000, 29% down payment. Chapman Company, 1182 West Peachtree, Atlanta.

California kilowatt daytimer $48,000.00 down, balance 6 years. Big market. Wilt Gunzendorfer and Associates, 8630 W. Olympic, Los Angeles.

Norman & Norman, Inc., 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion. Experienced. Former radio and television owners and operators.

Equipment

Tower. Free standing 115 foot new Dresser-Ideco. Never erected. Complete drawing. Reasonably priced. Box 717F, BROADCASTING.

Complete standard library of 750 tunes—four steel cabinets, drawer type, index file, new folders etc. This is music at its best. First call gets this for $500 no less. Box 822F, BROADCASTING.

One Ware Electronics remote control system, now in operation, available October 1st. Asking $1,000. Box 878F, BROADCASTING.

Ampex 350 rackmount tape recorder, excellent condition, low hours, $950. Department "B", Box 1060, Des Moines, Iowa.

Transmitter—Western Electric 451A-1 250 watt complete with spare tubes and blue prints. First check for $750.00 takes it. Presently operating, going to a 1000 watts. KOHU, Hermiston, Oregon.

1 kw Gates BC-1J transmitter, like new. KOKY, Box 1956, Little Rock, Arkansas.

RCA BTF-3B fm transmitter; Hewlett-Packard model 335-B fm monitor and modulation meter; RCA type BA-13A program amplifier; Andrew type 1304 antenna for side mount; extra tubes, condensers, coils, other hardware; two model 2200 auto-dryair units with spare parts. Everything to get on the air except transmission line. Complete $4,500. Station WHTB, Talladega, Ala.

For sale to the highest bidder, 196' Truscon Steel self supporting tower. A-1 condition. Bid to include dismantling and removal from site. Available about October 18. Write WHUN, Huntingdon, Pa.

FM transmitters. New, FCC approved. Immediate availability. Contact Industrial Transmitters and Antennas, 235 Fairfield Avenue, Upper Darby, Pa., Flanders 2-0355.

FOR SALE—(Cont'd)

Equipment

Television monitors. The most widely accepted in broadcasting and industrial applications. Delivered under several trade names. Tilted front plug-in construction. 8"—$195.00, 14"—$215.00, 17"—$219.00, 21"—$259.00. Miratel, Inc., 1080 Dionne St., St. Paul, Minn.

WANTED TO BUY

Stations

Reliable principal wants radio station. Confidential. Ready to act promptly. Box 790F, BROADCASTING.

Experienced group seeks station in secondary market. Pacific northwest preferred. Can handle $20,000 down. Box 831F, BROADCASTING.

Seasoned manager, moneymaker, desires invest with services; existing or proposed station. Prefer west; consider any market with good potential. Box 836F, BROADCASTING.

Responsible party wants to lease, with option to buy a radio station in Ark., La., Ala., Miss., Tenn., or Missouri. Small market station with pop 5,000 to 10,000. Party presently general manager of 1,000 watt station in southwest. All response to this ad held in strict confidence. Box 860F, BROADCASTING.

Now ready to add a 2nd station. Up to $45,000 down. Prefer midwest; no eastern or southern. Absolute confidence guaranteed. I know its importance. J. D. Hill, KWHK, Hutchinson, Kansas.

Equipment

Exciter unit minus power supply from Federal fm transmitter. Box 774F, BROADCASTING.

Used WX-2D field intensity meter and 3 used 165 foot guyed towers. Contact Chief Engineer, WFCR, Fairfax, Virginia.

FM antenna meeting the following requirements—Capable of operation on 104.3 megacycles and suitable for side mounting on tower. We desire high gain or medium high gain. Should include de-icing equipment. Write George Sprague, Chief Engineer, WLOS, Box 2150, Asheville, North Carolina.

Transmission line dehydrator. State make, model, and price. WSBA-TV, York, Pennsylvania.

Magnecorder PT 6 tape transport, single track head, in good condition. Broadcast Services, Inc., Mart Bldg., El Paso, Texas.

MISCELLANEOUS

Bingo Time U.S.A. printers of personalized bingo game sheets for radio and television programs. P.O. Box 1871, Hollywood 28, California.

INSTRUCTIONS

F.C.C. first phone preparation by correspondence or in residence classes. Our schools are located in Washington, Hollywood, and Seattle. For details, write: Grantham School, Desk 2, 821—19th Street, N. W., Washington, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

Since 1946. The original course for FCC 1st phone license. 5 to 6 weeks. Reservations required. Enrolling now for classes starting October 29, January 7, 1959 and March 4, 1959. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

RADIO

Help Wanted

Announcers

PERSONALITY

Top network station in major California coastal city has opening for first rate personality. Time period undecided. Want man with ambition who is capable of future management berth in growing multi-station company. Pay not spectacular to start, future great. Man must be smooth, polished and mature and know music beyond the charts. We play best music, feature much news. Must operate board. Send tape, photo, resume, references, salary requirements immediately.

Box 850F, BROADCASTING

D.J.—SALESMAN

Chicago suburban outlet heard well throughout city area, offers nothing but money for an air-showman who will also find and sell all of his own sponsors. Start with daily afternoon ½ hour and increase to 2 hours. **Split 50-50 on billings!** Prefer Chicago area man. Reply giving full details.

Box 866F, BROADCASTING.

Situations Wanted

ONCE IN A DECADE . . . OR LONGER

An unusual man decides to change jobs . . . and is available to a business world that needs unusual skills, executive ability, and ideas.

This man has a unique background and is leaving his present employer after 15 years to seek a broader field, more challenge, greater freedom. He is a two-degree university graduate in journalism and economics.

He has had a major role in the making of a huge metropolitan newspaper for 10 years—as a nationally known reporter, writer, investigator, special assignment man.

He has had five more years experience in that paper's radio and television properties—as newscaster, commentator, writer, investigator, film producer, production and liaison man.

No error ever has been found in his facts, and his reporting has dealt with every phase of human activity . . . with people ranging from Presidents down to major hoodlums. He has handled problems of every kind with and for top level executives. And he has written in other media, too.

Can you put his unusual talents to work—in news direction, in public relations and promotion, as assistant to a major executive, or as an account executive? Or in any other field that requires mature judgment, sure knowledge of people, sales ability, fluency in speech and writing?

If you can, write . . .

Box 811F, BROADCASTING

STATION OWNERS

Any station . . . New . . . Old . . . or Sick! We can put you over the top in a very short time. We'll help with Sales . . . Programming . . . Public Relations & Promotions! No headaches left for you: We'll act immediately! We'll leave you with a COMMERCIAL station and a happy permanent crew! Write NOW! Box 876F, BROADCASTING.

PHILADELPHIA'S LOSS--"YOUR GAIN"

Over 50 experienced TV men available who are now employed but are being laid off in the nation's fourth market. All have 3 to 5 years experience with net affiliates. Excellent references.

Lic. engineers & technicians ★ cameramen ★ film editors ★ newsmen ★ master control operators ★ projectionists ★ production & program ★ scenic & art.

Box 827F, BROADCASTING

RADIO

Situations Wanted—(Cont'd)

Production-Programming, Others

PROGRAM DIRECTOR

In radio-television 6 years. Conscientious and experienced, college education. Details:

Box 404
Lake Mahopac, N. Y.

FOR SALE

Stations

FOR SALE
IOWA RADIO STATION

- 1000-watt non-directional remote controlled 10-year old daytimer
- Profitable single station market
- New transmitting equipment
- Gross over $80,000 in recession year
- PRICE: $85,000 CASH.

Newspaper chain owners want to expand in newspaper field. No Brokers.

WRITE Box 834F, BROADCASTING

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS—ESTABLISHED 1946

NEGOTIATIONS APPRAISALS MANAGEMENT FINANCING

HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

Equipment

CLEAN, PAINT AND INSPECT YOUR TOWER BEFORE BAD WEATHER

Special Maintenance Prices for Next 30 Days to Enable You to Put Your Tower in First Class Condition:

- tubular towers up to 20-inch width —70¢ a foot
- angular towers up to 20-inch width —$1.00 a foot

Special Prices on Other Sizes Upon Request.

All Paint, Labor and Insurance Included in Above Prices, Call, Wire or Write for Specific Quotations on Maintenance.

USED EQUIPMENT AVAILABLE

Collins 300G—250 Watt Transmitter
Collins 212B—7-Channel Console
Collins 250 Watt Tuning Unit
Gates 250C-1—250 Watt Transmitter
Several Used Towers Now Available, Various Sizes and Heights.
Write for Quotation on Both Used and New Towers.
Place All Your Tower Details in Our Hands for a Custom-Engineered Package Price.

NATIONAL TOWERS
1579 MORRISTOWN
ORLANDO, FLORIDA
PHONE: GARDEN 4-9715

WANTED TO BUY

Stations

WANTED TO BUY
LEASE OR MANAGE
STATIONS
PAY OUT BASIS
STRONG SALES & PUBLIC RELATIONS EXECUTIVE, PROMOTIONAL BACKGROUND, with STAFF, former Owner Radio Station in the East and Executive Manager UFH Station—is now available. You will find our arrangements equitable, mutually profitable. Confidential.

Emanuel Lazarus Stone
Planning & Public Relations
3220 Hudson Blvd., Jersey City 6, New Jersey
Telephone Swarthmore 5-0201

INSTRUCTIONS

Want a TV or Radio Job?
as announcer, writer, producer?
The National Academy of Broadcasting
3338 16th St. N.W.
Washington, D. C.
Trains and places men and women in
TOP JOBS
New term starts Sept. 29. Send for folder and list of positions available.
Call DEcatur 2-5580

Dollar for Dollar

you can't beat a classified ad in getting top-flight personnel

Dave Williams

Wade, Geoffrey, Advertising
Chicago

Please note that WMBR-TV in Jacksonville, Florida has changed its call letters to WJXT. A new name—but still the same old habit of leadership, with the largest audience in all of Northern Florida and Southern Georgia. WJXT, operated by the Washington Post Broadcast Division, represented by CBS Television Spot Sales.

WJXT

channel 4, Jacksonville

free! **ALLIED'S 1959 ELECTRONIC SUPPLY CATALOG**

452 PAGES

Everything in Electronic Supplies for Broadcast Stations

SEND FOR IT

WORLD'S LARGEST STOCKS:

- Image Orthicons
- Receiving Tubes
- Power Tubes
- Microphones
- Test Instruments
- Meters
- Tape Recorders
- Tape & Accessories
- Recording Blanks
- BC Audio Cable
- TV Camera Cable
- Volt. Regulators

You save time and money when you order your station electronic supplies and equipment from ALLIED. We make fast, expert shipment from the world's largest stocks of *everything* in Electronics. Simplify and speed your buying at ALLIED. Write today for our FREE 452-page 1959 Electronic Supply Catalog.

We specialize in TUBE SUPPLY for Broadcast use

IMMEDIATE DELIVERY on all types from stock

ALLIED RADIO
100 N. Western Ave.
Chicago 80, Ill.
Phone: HAymarket 1-6800

one complete source for Everything in Electronics

This is the kind of hold our station has on people

How do we *know* that such a bond exists? How does an advertiser assay it?

Well, the basis lies in the growth of mutual respect throughout the years. We see it in our mail counts—in our virtually level, far-superior ratings—in mail and word-of-mouth commenting gratefully on our commercial and public service programming, free of triple spots—in the stature of our veteran personnel in the community.

It warms the cold statistics which our advertisers must evaluate—our 747,640 TV homes in 41 counties of 3 states, with their $3,361,973,000 of annual retail purchases. Because a great portion of these figures apply especially to those who communicate with our advertisers through us.

George P. Hollingbery has other figures you can evaluate at a glance, too — our very realistic rate card.

whio-tv
CBS
channel **7** *dayton, ohio*

ONE OF AMERICA'S GREAT AREA STATIONS

Reaching and Holding 2,881,420 People

from **JOSEPH KATZ,** *The Joseph Katz Co., Baltimore-New York*

Sure, the product may be amazing, but do people believe that commercial?

I see in *Look* magazine that Raymond Burr, who stars as Perry Mason on tv, says he must memorize as many as 14 pages of dialogue a day. To keep up with the schedule he has to do that six days a week. That leaves him one day for leisure. But the average announcer stands like a robot, looking up in the sky as if he expects a bombing, and has to look at a teleprompter to deliver a 100-word announcement. How do you expect people to believe it?

Compare the writing in the magazines with the writing for television. If these radio and tv writers tried to write fiction, they couldn't get $100 for a story!

And it's time to rest up the little man with the big head and the spindly legs, and the girls who dance their way around the cigarettes and the shampoos and refrigerators. Did you ever count how many of them you see in a single day?

Leo Burnett came up with the he-man—and others followed. Now the he-man is all over the place.

And please, no echo chambers—and no keyed applause after the commercial and no canned applause in the film shows. Every other commercial starts with YES. Doesn't it get on your nerves?

I saw an advertisement in which 40 people have testimonials for a particular brand of cigarette—and I can only say that all 40 of them must have had a rehearsal, because about 90% of them said the same thing about this cigarette: "I like them because they're milder, too." The very words of the same theme—used in the cigarette's magazine advertising. All right. Pay 'em if you like. If it's your notion that an actor who smoked somebody else's brand yesterday can't live without your brand today—that's your business. It sells goods. But how do you know you wouldn't sell even more goods if your actor talked like a human being—and delivered his own opinion in his own natural style instead of the one the agency writes for him?

Some years back we ran a streetcar and subway testimonial campaign for our client, Rem. We didn't pay a nickel for a single testimonial. They came from plain folks—the sort of people you'll find in any average neighborhood. And we quoted these people verbatim, even down to bad grammar when they used it. If the testimonial came from a consumer who said, "That there cough medicine is great stuff," we reported it just that way—and it sold plenty of goods.

Another thing. Every day on tv you see girls who are models, outfitted by Hattie Carnegie, daintily demonstrating a washing powder, a floor wax, or a kitchen or laundry appliance. Now wouldn't it be more convincing to use women who really look as if they are at home in a kitchen or a laundry room—pleasant, cheerful women—even with two or three chins? How can an average housewife get excited about a down-to-earth household product that's being demonstrated by a doll whose very appearance screams to the world that she wouldn't be caught dead with a mop in her hand in real life.

And what about radio?

There isn't a better radio course in the world than a good 10-day cold. Comfortably propped up in bed, with a running nose and a running radio, you are in an excellent position to find out what the Dear Public has to listen to during the long stretch from "Wake up, you sleepy heads" to the *Late, Late Show*. And if you want to play a little game, I dare you to put the commercials on one long running tape—just as they might come off a news ticker—and imagine one set of ears listening to it all as if it were one running story.

I don't think people mind listening to advertising on the radio. What gets on their nerves more than anything else is the never-ending, monotonous droning of the same little set of words, the ear-grating, uninspired repetition of worn-out phrases: "This new, amazing way . . . wise mothers will tell you . . . now listen . . . you, too, may have . . . now do this . . ."

Radio has forgotten that it is entering a living room with one to half a dozen persons. Radio has forgotten the "gentle persuasion" of the intimate, soft-spoken voice. Radio has forgotten that the voice of the barker is the voice of the side show—the echo of the old medicine show—the voice that is discounted before it gets fairly started.

Listen to an average radio show and note what a jar there is when the star says, "And now a message of importance . . ." and the announcer comes in like a side-show barker in the middle of a church sermon.

There is very little integration between the program and the commercial. The "carry-over" value of the program is lost because the man who wrote the show and the chap who wrote the commercial don't seem to have met. There are exceptions, of course—and how welcome they are!

The art of the story teller, the skill of the fiction writer, have a rich field in radio commercials. They haven't been employed enough.

The hard-boiled school of radio commercial writing has been belittling style and human interest in advertising for a long time. It sees nothing in good writing, in color, in persuasion. People tune in on radio for something that entertains, that instructs, that holds the attention. The answer of the Hard-Boiled School of Advertising to its monotony is: The purpose of advertising is to sell goods. Who says it isn't? But who has the proof that the art of the good writer can't get more people to listen, can't hold more people's interest, can't convince more people—and so sell more people—than monotony and shrieking.

The missing ingredient in most radio and tv commercials is "Do they believe it?" That's the real test! How many commercials pass the test now?

Joseph Katz, b. Zagera, Lithuania, June 24, 1888. Came to U.S., 1891, educated in Baltimore public schools. As boy discovered "that people are more important than things" and ever since then has been in selling business—selling things to people. Was advertising manager of The Hub, Baltimore, 1910-19. Has headed his own Baltimore-New York agency since 1920. Recipient of countless advertising awards and is in 100 Top Copy Writers and Their Favorite Ads. *Owns controlling interest in stations WWDC-AM-FM Washington and WMBR-AM-FM Jacksonville, Fla. Active in civic and professional groups. Married Kate Kropman in 1912; three children.*

The Next Step

AS reported in detail in last week's BROADCASTING, radio and television have been given an emancipation proclamation by the Oklahoma Criminal Court of Appeals.

The court has said that the constitutional guarantees of freedom of the press apply as well to radio and television as to the older communications media.

This was an historic decision. It was needed as a fundamental statement of principle in the future struggle of broadcasting to establish its deserved position in our free society.

There are two ways in which broadcasters can exploit the Oklahoma decision.

The first is to quote it proudly in a continuation of the vigorous campaign for radio-television admission to court trials and other public events.

The second is to make a conscious effort to deserve the recognition that the Oklahoma court has given radio-tv.

As an instrument of argument for access to public events, the Oklahoma decision should be persuasive. It was made by one of the two highest courts in the state. It was made after careful study and intelligent presentation of rival views. It is the kind of decision which no lawyer can dismiss as being either amateur or addled. It should be quoted so frequently by broadcasters that no public official is unaware of its existence.

But however clear its language or compelling its conclusions, the decision will do no more for broadcasters than broadcasters do for themselves.

The television cameraman who is admitted to a trial on the strength of the decision and who fails to conduct himself with propriety will have undone for himself and for all broadcasters a good deal of what has now been done for them by the Oklahoma court.

The radio broadcaster who does not see the decision as a challenge to provide competent news coverage of significant events will have done his share to let the decision languish as just another entry in the Oklahoma case books.

As we said, the decision is a sort of emancipation proclamation. Whether broadcasters acquire the freedoms which it says they are guaranteed will be a matter for their own determination.

New Music Lesson

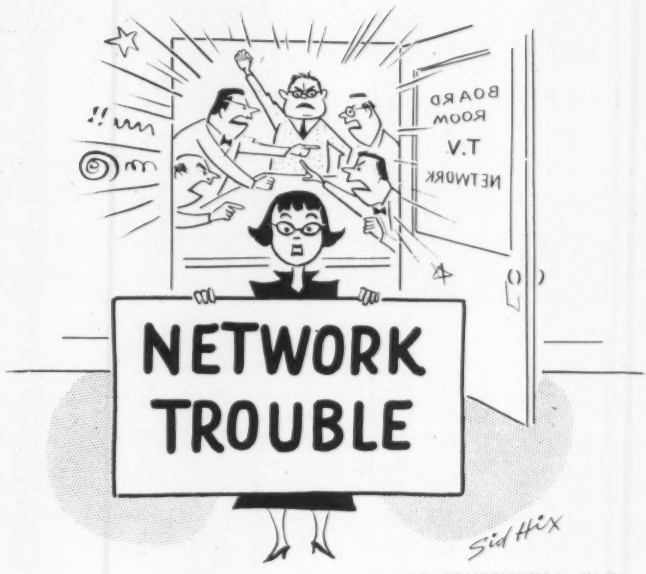
THIS week television broadcasters will receive from Broadcast Music Inc. letters advising them that their contracts for performance of BMI music expire next March. Their renewals are invited on the same terms.

The nation's tv broadcasters previously had renewed their contracts with ASCAP. The negotiations had been handled through an All-Industry Television Music License Committee, which since has been dissolved. So it would appear that the renewals with BMI would be pro forma, because we know of no complaints that BMI television rates—substantially less than half of those of ASCAP—are inordinately high.

BMI contracts with nearly 4,000 radio stations also expire in March. Those with ASCAP are scheduled to terminate on Dec. 31 of this year. An All-Industry Radio Music License Committee is functioning, and its first negotiations logically will be with ASCAP. BMI has not sent notices to radio broadcasters regarding renewal because it presumably feels that protocol dictates that it should await an approach from the All-Industry Committee.

The last time BMI sent a renewal notice to the then 2,000 radio station licensees was 10 years ago—in 1948. That was 18 months before the then current contracts were to expire. Some 90% of the stations promptly reaffirmed their faith in BMI with renewals. Presumably the response will be the same when renewal time again is at hand.

BMI introduced competition in music. Publishers, writers and authors who theretofore could do business only with ASCAP, if they were lucky enough to break into its charmed circle, were given new opportunities. Since then, ASCAP, or its kindred groups, have unrelentingly sought to destroy BMI, the last effort having been at the session of Congress just concluded. It, like the others, proved abortive.



Drawn for BROADCASTING by Sid Hix

Broadcasters today deal in a competitive music market because their foresighted elders acted courageously nearly 20 years ago. Broadcasters today are getting music—ASCAP and BMI together—at rates far below that which would have prevailed if the ASCAP monopoly had continued.

These are facts, on the record, to be pondered when the nation's radio and television broadcasters consider the music copyright contracts about to expire. Whatever the other considerations, BMI has proved the greatest insurance policy ever underwritten by broadcasters.

The Pepsi Push

RADIO, which almost 20 years ago established one Pepsi-Cola jingle so thoroughly that it persists to this day (even though Pepsi left it for dead seven years ago), now is called upon for a repeat performance, or a reasonable facsimile.

To spearhead its fall advertising push, Pepsi-Cola this time has called upon network radio. Not just one network, or even two or three, but all four national networks. The company decided on four, according to Advertising Vice President John J. Soughan, because "that's all the networks there are." In addition, Pepsi is using spot radio and spot tv, and is calling upon its 540 bottlers to buy local radio.

We doubt that Pepsi expects its new ditty—a catchy little tune associating Pepsi with the sociable life which is in key with the company's advertising theme of recent years—to catch on as wildly and as enduringly as "Pepsi-Cola Hits the Spot," which first rocked the broadcast air in 1939. We suspect, in fact, that Pepsi people would recoil a bit at the thought that the current "Refreshment Song" might turn into such a nonstop hit. Pepsi is in the business of selling soft drinks, not jingles. And it is an acknowledged fact that the old jingle outlived its advertising usefulness.

In choosing radio and tv the Pepsi people are not getting into anything new to them. They're old hands in both media. Last year they went heavy on tv specials—and the transfer of emphasis now implies no lack of confidence in television. Indeed, network television is not ruled out. Over the past two years they and Kenyon & Eckhardt, the Pepsi agency, also have had stunning sales successes with their "Pepsi, Please" contests on local radio in a number of markets. They know that the broadcast media—if we may be pardoned the expression—"hit the spot." Or to use a more favored phrase, from the new jingle, in this buy they again "look smart."

It happens every Fall on KSTP-TV

Again this year, KSTP-TV has added powerful new programming to its outstanding schedule . . . a schedule which already ranks *first in the ratings, 6:00 p.m. to sign-off, seven nights a week.** .

New shows such as "MacKenzie's Raiders" and "U. S. Marshal" plus" Robin Hood" (five days a week at 5:00 p.m.) join the exciting KSTP-TV lineup along with "NCAA Football" and "Big Ten Football" on Saturday afternoons as well as "Big Ten Football Highlights" on Monday evenings (a natural here in the heart of the Big Ten Conference).

NOW is the time to check out the few choice availabilities in and around these shows—and other KSTP-TV shows that have proved to be winners in 770,600 TV homes in the Northwest!

Contact your nearest Petry office or a KSTP-TV representative today. That's *TODAY*.

A GOLD SEAL STATION
Guarantee
Every advertiser receives the same rate for equal schedule and facilities

**ARB Metropolitan Area Report, July, 1958*

KSTP television

Basic NBC Affiliate

MINNEAPOLIS · ST. PAUL

"The Northwest's Leading Station"

CHANNEL **5**

Represented by Edward Petry & Co., Inc.